26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JUNE 24, 1957 35¢ PER COPY

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Threat to ad discounts

Baseball rights and money

Pepsi-Cola advertising saga

WKMH has the magic formula FOR RESULTS in the Detroit Market

The ratings have proved it—DETROITERS LOVE THEIR NEWS, MUSIC AND SPORTS! WKMH programming follows this magic formula EXCLUSIVELY, with outstanding results for advertisers. Actually, WKMH, of *all* stations in the Detroit area, has the lowest cost per thousand listeners, according to PULSE.

NOW IT'S THE KNORR 4 . . . plus 1 MORE!

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson B'casting & Telev. Corp.
WSAM Saginaw, Mich.

SAVE UP TO 15%

BY USING 2 OR MORE KNORR STATIONS

BUY 4 OR 5 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WELL BATTLE CREEK, MICH.

The 4 Knorr Stations welcom WELL, Battle Creek, to the fol . . . and now Knorr can offer fifth prime market. As we welcom WELL . . . we also welcome you inquiries for buying time on th five stations that give you the to ratings per dollar in Michigan

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.

REPRESENTED BY HEADLEY-REED

NOT FOR 2 MONTHS

NOT FOR 4 MONTHS

NOT FOR EVEN 6 MONTHS

BUT FOR 8 STRAIGHT MONTHS

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

DOMINATES

THIS TIME THE MARCH-APRIL PULSE SURVEY SHOWS WTVR WITH

8 OUT OF THE TOP 15 WEEKLY PROGRAMS

6 OUT OF THE TOP 10 MULTI-WEEKLY PROGRAMS

. . . . . AND . . . . .

THE NUMBER 1 SHARE OF AUDIENCE

STATION		SHARE OF AUDIENCE
WTVR Mon.-Fri.: 6 PM-12 Mid.	=	37
STATION "B" Mon.-Fri.: 6 PM-12 Mid.	=	34
STATION "C" Mon.-Fri.: 6 PM-12 Mid.	=	29

DOMINANT WITH WTVR IN— AUDIENCE — HOMES REACHED — RESULTS

Represented Nationally By Blair TV Inc.

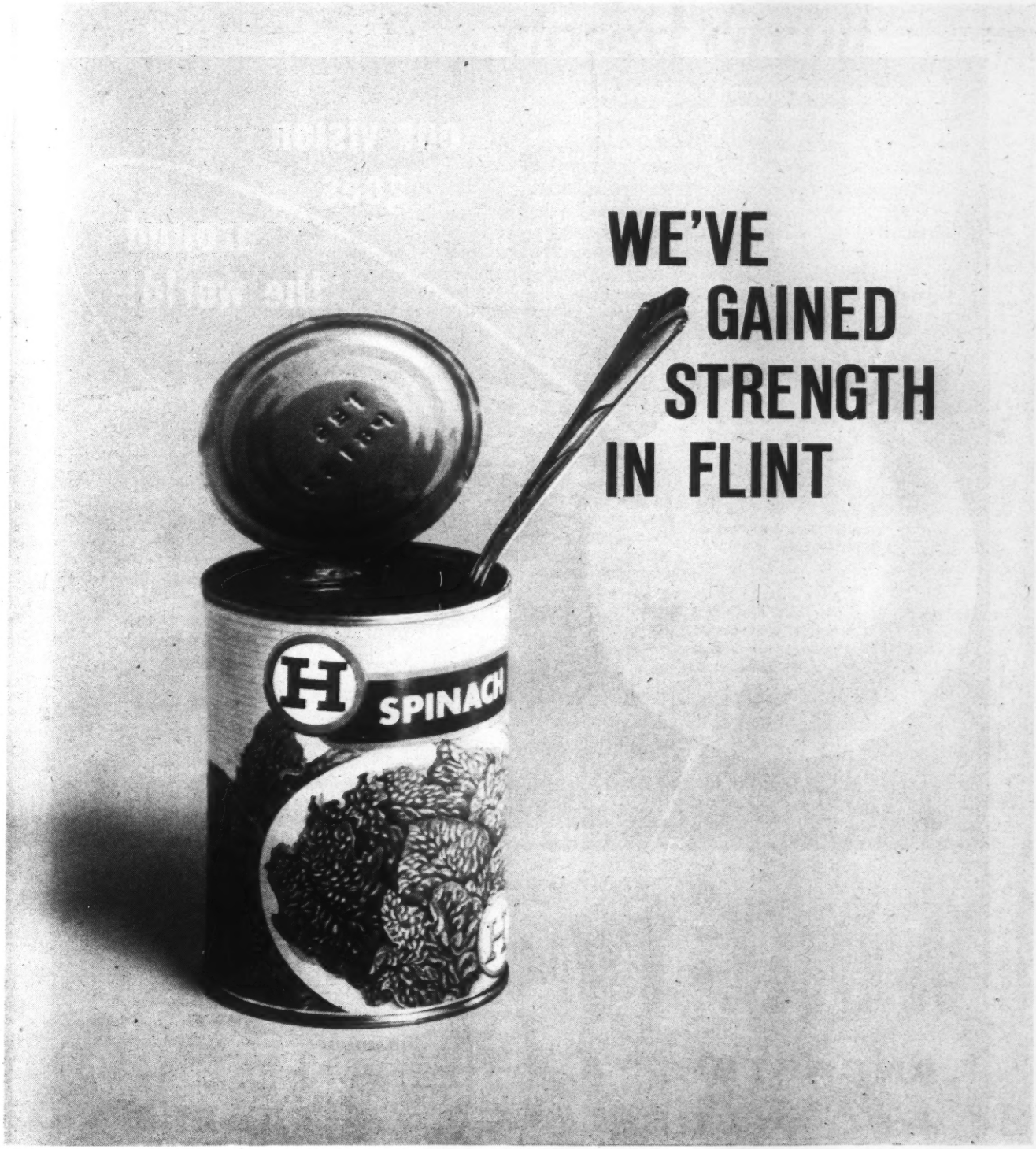


Photo by Henry Ries

WJIM-TV

Michigan's Area Station . . . Now serves Lansing,
FLINT and Jackson with a Class A Signal
from our New 1023' tower . . . 18 of the top 20 network
shows in these major cities are seen on WJIM-TV . . .
Basic NBC . . . CBS-ABC

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

In the approaching International Geophysical Year (July 1957-December 1958) when scientists launch their man-made satellite in Project Vanguard, they may succeed in hanging the first celestial mirror of our world on the threshhold to outer space. From such an awesome accomplishment may come many practical developments—among them, possibly, globe-girdling, instantaneous television pickups. In any case, Project Vanguard is almost certain to shrink the barriers of our earthly horizons, bring our dreams of global communication closer to reality.

our vision goes around the world!

Global telecasting may be nearer than you think. You may be sure WGAL-TV will play an important pioneer role in relaying the best in television—wherever it originates—to its growing audience in America's 10th TV Market—the market of

- 3 ½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6 ¼ billion annually
- buying consumer goods that add up to $3 ¾ billion annually in retail sales

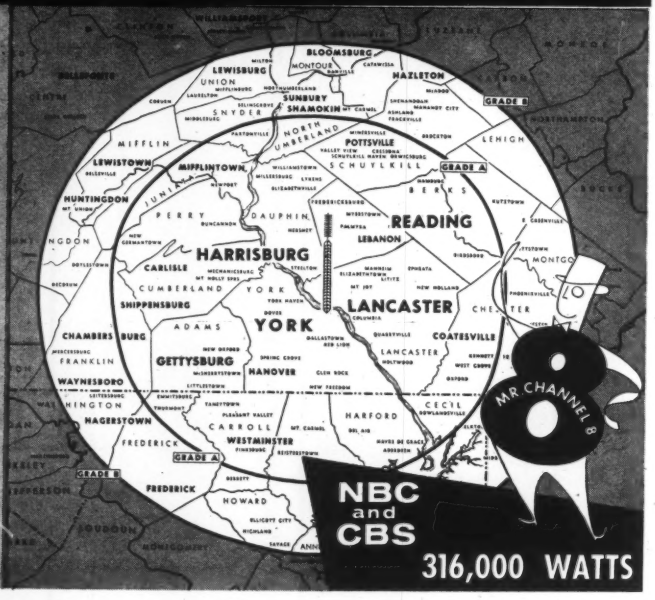
CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit.

PERRINE TO FCC? Tip-off on next member of FCC may be in visit to White House Thursday of George R. Perrine, chairman of Illinois Public Service Commission [CLOSED CIRCUIT, June 17]. Mr. Perrine is understood to have conferred with Presidential Asistant Sherman Adams about vacancy to be created with expiration June 30 of term of Chairman George C. McConnaughey.

B•T

WHILE there was no assurance that Mr. Perrine, who is attorney and banker, would accept appointment, it was ascertained that vacancy was discussed. He reportedly has solid backing of GOP members of Illinois congressional delegation. It's presumed that chairmanship will go to John C. Doerfer if Mr. Perrine is named. Others still in running are George S. Smith, president, Federal Communications Bar Assn; Mary Jane Morris, FCC secretary, and Warren Baker, FCC general counsel.

B•T

SCATTERGUN • Rep. Emanuel Celler was shooting at television networks when he introduced antitrust amendment last week to place services as well as commodities under provisions of Robinson-Patman and Clayton Acts (story page 31). But he's hit broader target than he sighted. It's doubtful he and his staff realized that amendment, as written, would outlaw most if not all current discount structures of all major advertising media.

B•T

DOWNRIGHT outburst of new interest in nighttime radio seen Friday by some station representatives on heels of Texas Co.'s realignment of advertising to include evening radio (story page 33). Among sponsors now committed to try nighttime radio again, they said, American Tobacco Co. (through BBDO) is buying evening time on Westinghouse Broadcasting Co.'s new "laterally" programmed Program PM *(also see page 82); Vaseline hair tonic (McCann-Erickson) on other stations, and also new Oasis cigarettes (McCann-Erickson). They expect others to follow suit shortly.*

B•T

GOING EAST • Though details were lacking, negotiations were in process Friday by Hal Roach Jr., president of Hal Roach Studios, Culver City, Calif., to acquire production studio facility in New York City. Reason for New York studio in addition to west coast facilities: to be close to advertisers and agencies on casting and direction in producing tv commercials. Roach, at same time, would handle special technical work for clients on West Coast. New York studio also would be used for limited production of film shows.

CHARLES T. AYRES, former radio chief for both ABC and NBC, reportedly set to join ABC-TV as account executive, effective July 1. He was vice president in charge of ABC Radio network (now American Broadcasting Network) from April 1952 to November 1955, when he left to become vice president in charge of NBC Radio, serving there till last August.

B•T

PROBLEM PROBING • Last week's NARTB board session strengthened new association technique—submission of controversial problems to membership for discussion at autumn regional meetings. This informal method, not covered by by-laws, is designed to give broadcasters chance to talk over association-industry problems. Last year restoration of at-large radio station directors was discussed at all meetings. Upcoming this autumn will be two key issues—tv circulation project and proposal to change association's name back to former National Assn. of Broadcasters. There's chance new committee authorized to review programming of annual conventions and regional meetings will consider regional debates as permanent part of autumn routine, plus proposal to include sales clinics in programming.

B•T

IT MAY BE weeks before FCC takes another look at so-called Craven plan on tv allocations, which would drop table of assignments and return to catch-as-catch-can allocations, provided they comply with existing engineering standards. Broadcast Bureau, it's learned, will require at least 30 days to analyze pro and con comments on plan and, since FCC will be on vacation during August, there's little prospect of consideration prior to fall (story page 70.)

B•T

POTTER'S PROTEST • Report on tv network practices drafted by majority counsel Kenneth Cox for Senate Commerce Communications Subcommittee was considered in executive session last week, and received stiff opposition from Sen. Charles Potter (R-Mich.). Sen. Potter said that he would not sign report as it is now written and feels it should be adopted as staff (Democratic) document rather than as report sanctioned by full committee.

B•T

IT would be "most unwise and unfortunate" to release Cox report as now written and would give public wrong connotation of committee's thinking, Sen. Potter felt. He objected to many conclusions reached by report, which will be considered again tomorrow (Tuesday) in executive meeting of communications subcommittee.

NO NEW HANDS • When President asked for $8.95 million for FCC in fiscal 1958, he included provision for 30 extra Broadcast Bureau employes. When Congress cut appropriation to $8.3 million, it left FCC with possibility of hiring perhaps nine new Broadcast Bureau staffers. Now, with Commission required to carry Network Study Staff another three months (from June 30 to Sept. 30), best estimates around FCC are that Broadcast Bureau will be lucky to get any additional employes.

B•T

"PEOPLE-TO-PEOPLE Week" will be observed Oct. 6-12 in saturation campaign covering all media, under authorization of Advertising Council. Radio and Television Committee of Eisenhower-inspired project is co-chairmanned by CBS Inc. President Frank Stanton and NARTB President Harold E. Fellows. Col. E. M. Kirby, now on temporary active duty with Army psychological warfare, is director of public relations.

B•T

UPCOMING tariff revisions by AT&T expected to remove sore spot in radio station news coverage—mandatory beep in recorded telephone pickups. It's understood tariff will still require beep but permit broadcasters to feed telephone conversation into own equipment and filter out beep from audience. Standardized procedure covering telephone question-answer programs also said to be pending. New tariff schedule expected to be filed at FCC by Aug. 1.

B•T

RICHEST awards in television—Robert E. Sherwood awards given by Ford Foundation's Fund for the Republic—may be abandoned. Second annual presentation of awards, worth $55,000, was made last week (story page 91), but sponsoring Fund for the Republic is undecided whether there will be another. Fund is wondering whether awards are worth their price in advancing its work for civil liberties.

B•T

HOT ADVERTISING • General Electric Co., which used television spots to advertise electric fan in hot weather last year, has shifted to spot radio this year on theory it's more flexible. GE places these spots in unusual fashion, getting from Bridgeport (Conn.) weather bureau lists of cities where temperatures are expected to soar into upper 80's or 90's and then having Young & Rubicam, GE agency, place schedules in those cities on day-to-day basis, depending on distribution and weather. Spots are placed in 7-9 a.m. and 4-6 p.m. periods.

CBS

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

101 COURT STREET, SYRACUSE 8, NEW YORK

You haven't heard the last about our tremendous response to a fishing lure offer made on a cooking show -- and, unfortunately, neither have we.

The latest episode developed after Outdoor Life published a picture of our women's director Kay Larson, in full fishing regalia holding the catch of 500 postals she received after one 20-second offer. The article also points out that she devoted an entire "Kay's Kitchen" telecast to the art of cooking fish.

We were proud of this extra publicity but unprepared for the problem it created. Kay's picture in fishing gear and the fact that she cleans as well as cooks fish prompted a deluge of marriage proposals from batchelor fishermen.

We would hate to stand in the way of a good proposal even if it cost us one of the best women's directors in television, but we do ask one favor. In the future please send your offers and orders through the Katz Agency or Fred Menzies, commercial manager.

Coridally,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

Celler Cracks Another Whip—N. Y. Democrat's bill would make it illegal to give quantity discounts to advertisers. Measure proposes to amend Clayton and Robinson-Patman Acts to cover "services rendered by independent contractors." Page **31.**

ADVERTISERS & AGENCIES

PEPSI'S POLLY

Pepsi-Cola's Strategy in Tv—It's a drink that "belongs" in the best circles. And that's why the firm with Kenyon & Eckhardt is picking up the tab for programs such as the *Cinderella* spectacular. This special B•T business profile traces Pepsi's aggressive use of all media since its inception during the depression years. Page **116.**

Ratings Rhubarb Erupts—Two Los Angeles outlets discontinue ARB service that reported lower daytime tv ratings than did Nielsen and Pulse. ARB's Seiler defends diary method, says he would welcome further tests of its accuracy. Page **33.**

Pre-Testing of Sales Messages—Why waste countless dollars springing commercials on the public that have not met the acid test: criticism by the public? A New York independent production studio shows how broadcast advertisers can save money and avoid embarrassment by screening their wares before a segment of the great unseen audience via closed-circuit tv in sample homes. Page **36.**

Tv Network Buys and Buyers—Rankings of the top ten advertisers didn't change much during April, according to PIB data. Kingpin Procter & Gamble spent more than $4.1 million during that month. Page **44.**

$2.5 Million Ticketed for Tv—Florida Citrus Commission sets a record budget with the major portion slated for television. Page **35.**

Texaco Stresses Nighttime Radio—Plans are altered to give a higher priority on the later hours. Page **33.**

PROGRAM SERVICES

Baseball's $7.3 Million Bonanza—That's what radio and tv paid into the major leagues alone last year. Figures submitted to Congress show the take from broadcasting over the previous four seasons. Page **60.**

TRADE ASSOCIATIONS

NARTB Comes to Grips With Pay Tv—Radio, Tv Boards order Bartlesville, Okla., survey to start immediately. Washington meetings also deal with circulation projects, weigh government pressures. Page **48.**

RAB Ups Budget, Expands Sales Plans—More than 1,500 advertisers to get personal presentations in next 12 months. Budget boosted to annual rate of $890,000, starting in July. Page **56.**

STATIONS

WBC Unveils 'Lateral Programming'—New technique designed to reinvigorate nighttime radio programming and sales is launched by Westinghouse stations. First buyer is Texaco. Page **82.**

Petry "Welcomes" Rate Controversy—Representation firm officials say mixed reaction to their proposal to cut nighttime radio rates helps to focus advertiser interest on undersold evening time. They're sure many other stations will join movement to attract new business through repricing. Page **82.**

FEDERAL

How's the Government Using Spectrum Space?—Sen. Potter, Rep. Bray want to know about utilization of government's presently-allocated spectrum space and what plans the military has to secure more. They introduce identical resolutions calling for the establishment of a commission to study same. Page **62.**

Report on Networks Delayed—FCC's Network Study Group won't be able to make June 30 deadline. Sept. 30 is new release date. Page **67.**

FCC Sets Antitrust Policy—Agency announces hands-off policy, except as convictions reflect on character of licensees or applicants. Commission position set forth in legal memorandum submitted in government suit against RCA-NBC for "coercing" Westinghouse into agreeing to exchange Philadelphia and Cleveland stations. Page **64.**

Rayburn Says No, Walter Says Yes—But latter has the final word as tv coverage of House Un-American Activities Subcommittee hearings in San Francisco is permitted. Page **68.**

NETWORKS

Rates Under Mutual's New Format—MBS unveils price structure for its new music-and-news, limited-network-time operation. Page **74.**

OPINION

Do Viewers Stay Around for Your Commercial?—Grey Advertising's Al Hollender advises that initial impact is all important to the sales message. He writes in B•T's weekly MONDAY MEMO series. Page **125.**

DEPARTMENTS

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In a few minutes the Adam Young man will be telling somebody that WTIX has more than twice the audience of the #2 station

This morning from 3 E. 54th St. . . . and from offices in Chicago, St. Louis, Boston, Los Angeles and San Francisco, the Adam Young men are out with new data on New Orleans radio.

They have a new Hooper which shows WTIX even further ahead with 24.2% all-day average share of audience. (Second station; 11.0%.)

They have a new Pulse which shows WTIX with an even bigger lead over the next station in 11-station New Orleans—first in the morning (19.0%), first in the afternoon (19.0%) and first all day.

Storz Station programming ideas and excitement have created a new New Orleans listening habit, with new time-buying habits to match. If the Adam Young man doesn't call you to tell you more, you call him. Or get in touch with WTIX General Manager Fred Berthelson.

WTIX
first in 11-station
NEW ORLEANS

The Storz Stations

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami
Represented by John Blair & Co.

WTIX New Orleans
Represented by Adam Young Inc.

at deadline

FCC WANTS TO KEEP CH. 6 IN SCHENECTADY

IN deintermixture turnabout, FCC Friday proposed to make Albany-Schenectady-Troy, N. Y., area all vhf by retaining ch. 6 in Schenectady (now used by General Electric Co's WRGB [TV]), ch. 10 in Vail Mills, N. Y. (short distance out of Albany), and to move ch. 13 from Rome-Utica, N. Y., to Albany, substituting ch. 2 for ch. 13 in Rome-Utica.

Comments on proposal due July 18; with show cause orders, returnable July 24, issued to WJTV (TV) Rome, N. Y., to change from ch. 13 to ch. 2 conditioned on protecting radiation in direction of Cornwall, Canada; to ch. 41 WCDA (TV) Albany to change to ch. 10 Vail Mills; and to ch. 35 WTRI (TV) Albany to change ch. 13.

Earlier proposal to deintermix New York's Capital area by moving ch. 6 from Schenectady to Syracuse, N. Y., and to Providence, R. I.-Fall River-New Bedford, Mass., area held in abeyance pending returns on latest proposals.

In corollary move, Commission Friday affirmed 1954 grant of sale of WROW-AM-TV Albany, N. Y., from Hyman Rosenblum and associates to Lowell Thomas and group; dismissed protest by WTRI. WROW-TV now WCDA (TV). Comr. Bartley concurred; Comr. Craven abstained.

In other deintermixture actions, FCC:

• Denied petitions for reconsideration of its Feb. 26 order moving ch. 7 from Evansville, Ind., to Louisville, Ky., and ch. 9 from Hatfield, Ind., to Evansville, as educational, reserved frequency. Comr. Bartley concurred; Comrs. Doerfer and Mack dissented; Comr. Craven abstained.

• Denied petitions for reconsideration of Feb. 26 order moving ch. 2 from Springfield, Ill., to St. Louis, Mo. and to Terre Haute, Ind. Issued proposal to move ch. 10 from Terre Haute to Lafayette, with comments due Aug. 1, as requested by ch. 18 WFAM-TV Lafayette.

• Denied petitions for reconsideration of order last March retaining ch. 3 in Hartford, Conn., and refusing to move it to Providence, R. I. Comrs. Bartley and Lee dissented. Also reaffirmed 1956 grant of ch. 3 Hartford to WTIC that city and denial of competing application by Hartford Telecasting Co. Comr. Craven abstained.

• Denied petitions for reconsideration of Feb. 26 order rejecting proposals to move ch. 3 from Madison, Wis., to Rockford, Ill. Comrs. Hyde, Lee and Bartley dissented.

• Denied petition by WNOK-TV Columbia, S. C., to add ch. 5 to that city. Comr. Bartley dissented; Comrs. Doerfer and Craven abstained.

Bourjois Ready to Make Firm's Biggest Buy in Tv

BOURJOIS Inc. (Evening in Paris perfume), New York, this week is expected to make public biggest tv buy in company's history. Purchase, made through office of Paul G. Gumbinner, vice president of radio-tv at Lawrence C. Gumbinner Adv., will see Bourjois' first concentrated use of night spot.

Drive reportedy will kick off shortly after Thanksgiving and end on or about Dec. 18, bidding for Yuletide market. More than 110 cities will be bought. Additionally, Bourjois reportedly will buy participation schedule in new Arlene Francis program slated to succeed *Home* weekdays on NBC-TV. Spot campaign said to be "talks" by *Home* fashion editor Natalie Core.

Sharing of Commercials Seen For Three NBC Radio Clients

ADVERTISING concept whereby three advertisers share same commercial on behalf of related products—relatively untried in broadcasting—understood to be revived with forthcoming $60,000 purchase of NBC Radio Bob and Ray *Monitor* segments by three soft goods sponsors. Splitting bill three ways are Princeton Knitting Mills (imitation fur coats), Union Carbide Co. and White Frost Chemicals Inc. (Fur Frost, drycleaning process used for UC's Dynel fabric). Campaign reportedly will get under way weekend of July 20 and run through Sept. 1. Copy platform: get Allegro coat made of Dynel; it can easily be cleaned with Fur Frost. Fashion-conscious Ehrlich, Neuwirth & Sobo, agency for Princeton, has been using this formula successfully in print media, but this will be first time it's done so in radio. Cooperating agencies are Anderson & Cairns (Dynel) and Kastor, Farrell, Chesley & Clifford (White Frost).

STARTS SIDEBAND TESTS

LOT of broadcasters as well as FCC expected to cock attentive ears to WMGM New York starting this week when station begins running—for first time—tests of Kahn system of compatible single sideband transmission during regular programming. Enthusiasts see number of potential benefits from Kahn system, including improved quality and volume of reception and reduced interference among stations, not to mention possibility of fitting more stations into crowded am spectrum. With FCC approval, WMGM will test Kahn system for approximately half-hour per day during regular programming (on varying schedule).

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

QUEUE FOR SULLIVAN • More than half dozen major advertisers anxious to pick up half of *Ed Sullivan Show* Sunday, 8 to 9 p.m., CBS-TV, this fall, when Lincoln Division of Ford Motor Co. through Young & Rubicam, N. Y., drops its portion of show. Mercury Division of Ford through Kenyon & Eckhardt, N. Y., will continue to underwrite show for ninth successive year next fall. Each advertiser spends approximately $5 million on yearly basis for show. CBS-TV expected to make decision as to which advertiser will get program today (Monday).

TAKING TEMPLE • Sealtest Ice Cream, Hills Bros. Coffee and John H. Breck Inc., all clients of N. W. Ayer & Son, expected to sponsor 16 "fairy tales" with Shirley Temple, Henry Jaffee-Screen Gems package, every third week, on different days, starting in January on NBC-TV. Cost for time and talent will be about $3.7 million. Program will be filmed by Screen Gems. Actual time for "baby specs" will be preemptions on network in different days.

SPIKE STAYS ON • Liggett & Myers, N. Y., extending sponsorship of CBS-TV *Spike Jones Show*, Tues., 10:30-11 p.m. EDT for another nine weeks, effective July 2. Dancer-Fitzgerald-Sample, N. Y., is agency.

CAMPAIGN IN WORKS • J. B. Williams (electric shave lotion) reportedly planning spot tv campaign in undetermined number of markets. J. Walter Thompson Co., N. Y., is agency.

MORE FOR AMOCO • American Oil Co. (Amoco gasoline) understood to have renewed for 52 weeks participation in *Monitor* on NBC Radio. Renewal calls for 10 five-minute segments weekly, effective July 6. Joseph Katz Co., N. Y., is agency.

HARBINGER OF FALL • Pure Oil Co., Chicago, negotiating for filmed *Big Ten Highlights* on about 19 midwest tv stations starting in September. Agency: Leo Burnett Co., Chicago. Thirteen half-hour series being syndicated by Sports Tv Inc., L. A.

MOVIE-GOING PROMOTED • Council of Motion Picture Organizations, interested in boosting autumn movie attendance, understood to be mulling nationwide radio spot campaign on d. j. shows later this year. It's reported to have assigned Donahue & Coe., N. Y., agency for MGM and Columbia Studios, for special test run in Rochester, N. Y., and Denver. Eight-week test will start July 1 in those cities.

at deadline

NARTB Board Endorses Fight Against Program Infringements

RADIO and tv broadcasters in NARTB and association are of "unanimous opinion" there are "definite property rights in radio and tv programs," according to resolution adopted Friday by joint board at closing of three-day association board meeting in Washington. (See earlier stories, page 48.)

In looking at infringement of property rights by community antenna systems, board contended that in its opinion these rights "would be upheld in litigation involving unauthorized use thereof." Board authorized association to file briefs in litigation that may arise involving program property rights.

Joint board recommended government study of use made of frequencies between 25-890 mc and above 890 mc, as suggested in legislation introduced in Congress last week (story page 62). Georgia Assn. of Broadcasters was praised for highway safety campaign called Deathless Weekend and details will be submitted to other state associations. Board commended work of Freedom of Information committee and said joint effort by NARTB and state associations is effective way to promote free speech and access to public events.

Membership report showed 2,171 total (1,378 am stations, 330 fm stations, four radio networks, 331 tv stations, three tv networks and 125 associates.) Total is up from 2,126 last January.

Seven Broadcast Sales Given Approval by FCC

FCC approved seven broadcast sales Friday, including:

• WHJP-AM-FM Jacksonville, Fla. (5 kw on 1320 kc), from J. H. Perry interests to Radio Jax Inc. (Carmen Macri group) for $225,000, conditioned on disposal of WQIK Jacksonville by Mr. Macri. At same time Commission granted sale of WQIK (1 kw day on 1280 kc) from Mr. Macri's ownership to Rowland Broadcasting Inc. (Thomas E. Casey, president) for $150,000.

• KFXD Nampa, Idaho (5 kw on 580 kc, MBS), from Frank E. Hurt & Sons Inc. to E. G. Wenrick and Kenneth Kilmer for $277,000. Mr. Wenrick holds minority interest in KBOE Oskaloosa, Iowa.

• KLER Lewiston, Idaho (5 kw day, 1 kw night on 1300 kc) from Cole E. Wylie to John H. Matlock and Eugene A. Hamblin for $160,000, conditioned on disposal of Messrs. Matlock and Hamblin's ownership of KOZE Lewiston (500 w day on 950 kc).

• KDHS (TV) Aberdeen, S. D. (ch. 9 construction permit) from McNaughton family to North Dakota Broadcasting Co. (John W. Boler interests) for $2,447 out-of-pocket expenses. North Dakota owns KCJB-AM-TV Minot, KBMB-TV Bismarck, KSJB Jamestown and KXJB Valley City, all in that state.

Report Urges Secret Data Leaks Should be Made Criminal Offense

LEGISLATION making it a crime to disclose wilfully, without authorization, classified secret or top secret information was recommended Sunday in report of Commission on Government Security. Penalty would apply when violator knows or has reasonable grounds to believe such information is thus classified.

Report was filed with White House and Congress by Loyd Wright, chairman and former president of American Bar Assn. It explains technical journals and newspapers have featured articles containing information and data which should not have been printed for security reasons. Criminal penalty would bring non-government violators under provisions. Commission pointed out that statute must maintain balance between free-speech guarantees and steps needed to safeguard against danger to national security.

WDOD Sold for $250,000; WJIG Bought for $70,000

SALE of WDOD Chattanooga, Tenn. (5 kw on 1310 kc, CBS), by Earl W. Winger to Interstate Life & Accident Insurance Co., Chattanooga, for figure estimated at over $250,000, subject to FCC approval, announced Friday. Mr. Winger retained option to purchase 50% of ch. 9 WROM-TV Rome, Ga. (ch. 9 recently moved to Chattanooga by FCC). Insurance company principally owned by Johnson family.

Also announced Friday was sale of WJIG Tullahoma, Tenn. (250 w daytime on 740 kc) by Raymond L. Prescott Jr. to M. D. Smith III, program director, WBRC-TV Birmingham, Ala., for $70,000. Paul H. Chapman Co., Atlanta, was broker.

Nacogdoches, Tex., U Granted

EAST Texas Broadcasting Co. Inc., Nacogdoches, Tex., received FCC grant Friday for new tv station on ch. 19 with 20 kw visual power. Lee Scarborough, principal stockholder, already operates KELS (FM) Nacogdoches.

HELP FOR BENNY

SEVEN-YEAR-OLD Benny Hooper, trapped for 23 hours in a Long Island well earlier this month, is finding out that many of his well-wishers are in Baltimore, thanks to WBAL-AM-TV. The Baltimore stations, learning of a $1,500 medical bill facing the boy's family, began airing appeals for donations on all newscasts last Friday. And initial returns indicated goal would be reached in short order.

Storer, NTA Announce Million-Plus Film Purchase

LARGE-scale purchase of film programming from National Telefilm Assoc. by Storer Broadcasting Co. for use on five Storer tv stations announced Friday by George B. Storer jr., vice president of Storer, and Harold Goldman, vice president for sales, NTA. Transaction, reported to represent $1 million outlay, was said to be first time Storer had made simultaneous purchase for five outlets.

Under terms of contract, WPFH (TV) Wilmington and WAGA-TV Atlanta will receive NTA's "Big 50" and "Rocket 86" packages of feature films, plus *Adventure of China Smith, New Adventure of China Smith, Police Call, Orient Express* and *Combat Sergeant* series; WJW-TV Cleveland, Big 50 and Rocket 86; WSPD-TV Toledo, Rocket 86, and WJBK-TV Detroit, Big 50 package.

Jackson Measure Would Allow Committees to Decide Access

MOVE to change House rules to allow radio-tv broadcasts of hearings at discretion of committees themselves introduced Friday by Rep. George Meader (R-Mich.). Move was endorsed by Rep. Donald L. Jackson (R-Calif.), member of House Un-American Activities Committee, who said he had heard rumor that effort would be made to abolish committee because it has allowed telecasting of San Francisco hearings despite opposition of Speaker Sam Rayburn (story page 68).

KRON-TV San Francisco continued to broadcast hearing Friday morning after flurry of remarks between Speaker Rayburn and Chairman Francis E. Walter (D-Pa.), of committee. Some House members wondered if Speaker might discipline chairman.

Miami Ch. 7 Edict Altered; Indianapolis Stay Denied

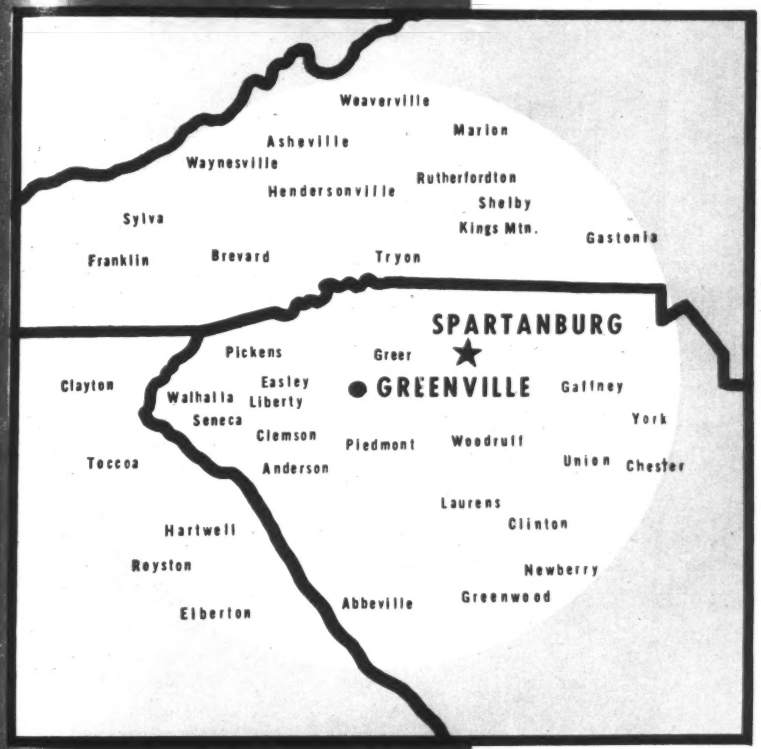
FCC has rewritten its 1956 decision awarding Miami ch. 7 to Biscayne Television Corp. (now WCKT [TV]) and denying three competing applications in line with court order last March remanding case because of Niles Trammell's consulting agreement with NBC. Mr. Trammell, who holds balancing 15% in Biscayne (42.5% each is held by principals of Knight and Cox newspapers), is former NBC president and has consulting contract. Commission rewrote final decision to give Biscayne demerit for this arrangement, although finding it not major drawback, and concluded that Biscayne was still to be preferred for grant. Comrs. Hyde and Bartley dissented; Craven abstained.

Cheboygan Grant Proposed

FCC Hearing Examiner Basil P. Cooper issued initial decision Friday recommending grant of Cheboygan, Mich., ch. 4 to WTCM Traverse City, Mich. (Les Biederman and associates), and denial of competing application for same facility by WCBY Cheboygan. Biederman group also comprises ch. 7 WPBN-TV Traverse City, and WATT Cadillac, WATZ Alpena, WMBN Petoskey and WATC Gaylord, all Michigan stations.

CHANNEL 7's SUPERMARKET OF THE SOUTH

1,788,361* PEOPLE WITHIN THE WSPA-TV 75 MILE COVERAGE AREA



BIGGER THAN ATLANTA

75 Mi. — 1,557,764 PEOPLE

BIGGER THAN NEW ORLEANS

75 Mi. — 1,260,360 PEOPLE

* COUNTED POPULATION A. D. RING AND ASSOC. 1950 CENSUS

Channel 7's Coverage Extends Beyond the 75 Mile Area

National Representatives,

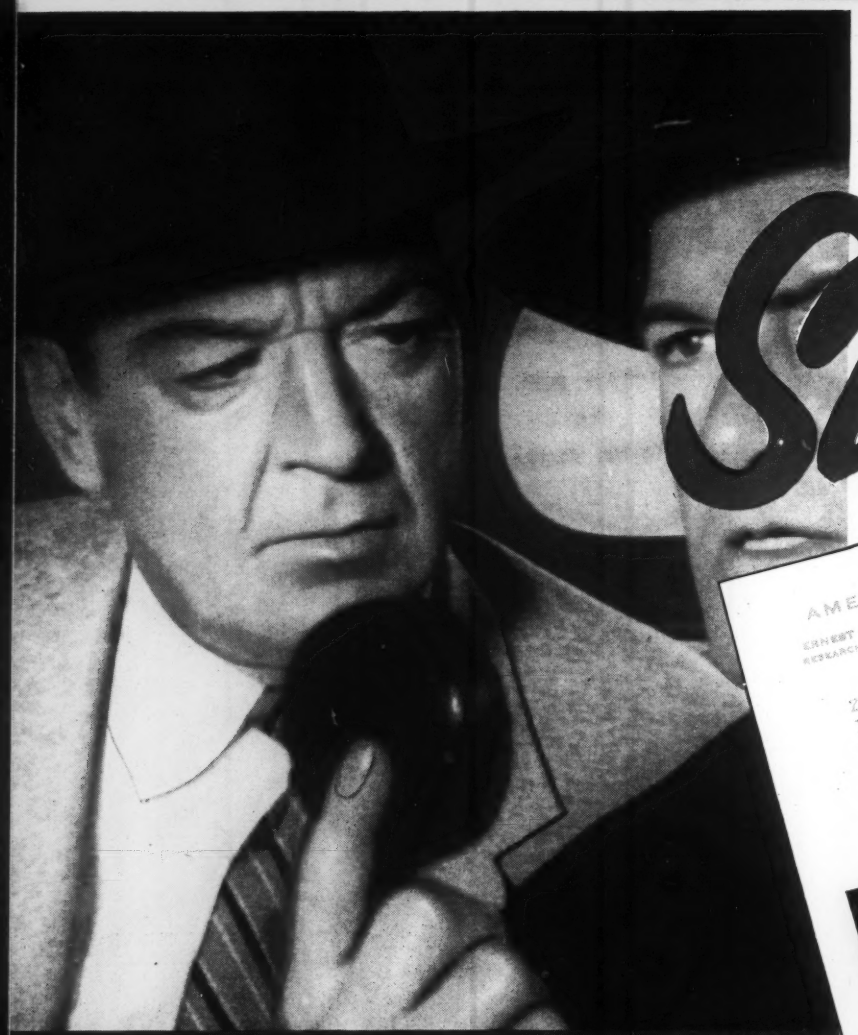
Geo. P. Hollingbery

CBS

WSPA-TV 7

SPARTANBURG, S. C.

THE ONLY CBS, VHF STATION SERVING THE SPARTANBURG-GREENVILLE SUPERMARKET



MARTIN K

SENSATIO

AMERICAN RESEARCH BUREAU, INC
ERNEST H. CLAY, RESEARCH DIRECTOR
COLLEGE PARK, MARYLAND

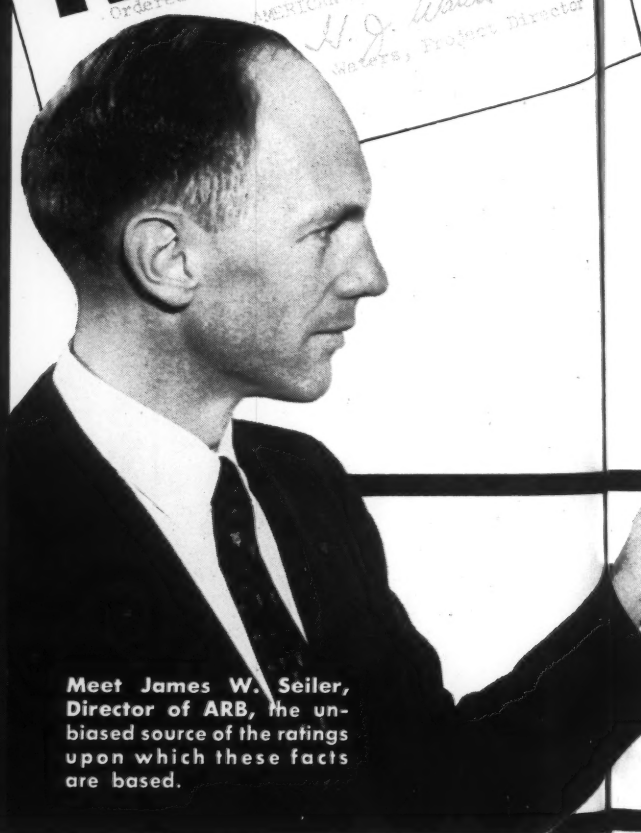
ARB REPORTS:

"THE NEW ADVENTURES OF

MARTIN KANE

Starring

WILLIAM GARGAN



Meet James W. Seiler, Director of ARB, the unbiased source of the ratings upon which these facts are based.

N KANE WINS

TIONAL Share of Audience

IN FIRST RATING SURVEY!

55.6% OF AUDIENCE IN CINCINNATI, O.

Friday — 10:00-10:30 pm

MARTIN KANE	**— 55.6% share**
Station B	— 20.9% share
Station C	— 20.0% share
Other	— 3.5% share

45.8% OF AUDIENCE IN COLUMBUS, O.

Wednesday — 10:15-10:45 pm

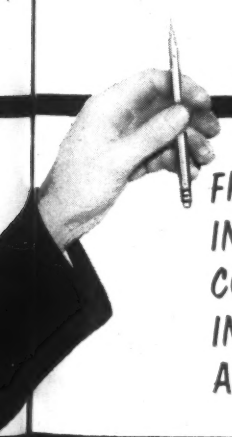
MARTIN KANE	**— 45.8% share**
Station B	— 43.0% share
Station C	— 11.2% share

50.8% OF AUDIENCE IN ATLANTA, GA.

Monday — 10:30-11:00 pm

MARTIN KANE	**— 50.8% share**
Station B	— 41.4% share
Station C	— 7.8% share

ARB, May, 1957



FROM THE TOP NAME IN SYNDICATION . . . COME THE TOP SHOWS IN CONTINUING AUDIENCE SURVEYS!

ZIV Television

TIME AFTER TIME...
ZIV SHOWS RATE GREAT
IN CITY AFTER CITY!

LOUISVILLE'S POPULAR MUSIC STATION

WINN

Louisville, Kentucky

Announces the Appointment of

AVERY-KNODEL

as its National Representative

Sensational in Ratings and Results—The phenomenal success of Radio Station WINN is BIG NEWS, and the talk of advertisers and advertising men in this tremendously important Louisville—Kentuckiana Market.

HERE ARE THE FACTS ON WINN

AS PROVED BY EVERY RECENT SURVEY!

★ WINN is leading ALL Louisville Radio Stations in listening audience on week-ends (Saturdays and Sundays) by a King-size margin!

★ WINN on week-days (Monday thru Friday) is second only to the 50,000 watt network affiliate!

★ WINN every day of the week is Louisville's Number ONE non-affiliated station.

★ WINN is Louisville's *only* 24-hour round-the-clock All-Popular-Music Radio Station.

WINN IS NOW REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

New York • Atlanta • Detroit • Dallas • San Francisco • Los Angeles • Seattle • Chicago

Uses a Similar Film Technique

EDITOR:

We read with interest the feature [B•T, May 20] about Tidewater's commercials produced by our good friends, Fran Harris and Ralph Tuchman, in which only interpretative design and dramatic sound is used.

Currently on the air in Chicago is a tv spot for Oklahoma gasoline which we produced. The spot is called the "Sabre Dance" since it uses the familiar music. Free forms were animated in tempo with the music to dramatize Oklahoma's more power and additive story. Not a single spoken word was uttered throughout the entire 40-seconds. Titles were included when appropriate and are a part of the design feeling of the spot. The titles underscored Oklahoma's lower prices, power, free coupons and other campaign sales points.

The music is dramatic and the animated free forms move in keeping with the strength of the music. We feel the "Sabre Dance" is unconventional, arresting and above all, has created the Oklahoma image in the minds of the viewer whenever the "Sabre Dance" music is heard.

Fred Niles
Fred A. Niles Productions
Chicago

Our Court Story Pleased

EDITOR:

I want to complement you on your excellent coverage of the Philadelphia Radio & Television Broadcasters Assn. [B•T, June 17]. I could just wish that . . . newspapers . . . could have had the services of your excellent writers.

William B. Caskey
Executive Vice President
WPEN Philadelphia

A Link With Old Friends

EDITOR:

Your . . . [revised] PEOPLE's department is a genuine delight. After taking a full half-hour out this morning to visit with old friends through your personal columns, I feel like a new man.

G. L. Price
George Logan Price Inc. Radio Productions
Malibu, Calif.

Also on The Fire Front

EDITOR:

In the June 10 B•T there was a brief article regarding the fire in downtown Columbus in which the United Oil Corp. suffered some $500,000 damages. In view of B•T's reputation for giving complete coverage to stories and as an example of the mobility of live television, I feel that it should be pointed out that WTVM (TV) (formerly WDAK-TV) was on the air with live television coverage of the fire within 20 minutes of the time the alarm was turned in. This means that WTVM was providing live tv coverage before any other medium had assembled news unit to cover the fire. This live coverage continued uninterrupted for 4½ hours and represented the most complete coverage given this event.

Clyde T. Allen
Program Director
WTVM (TV) Columbus, Ga.

Wants to Help Aspiring Youths

EDITOR:

I was very interested in 10-year-old Don Harbolt's letter [B•T, June 10] in which he stated his ambition to become a television cameraman. The letter reminded me that I, too, once had youthful aspirations; mine had to do with traveling with a circus.

Don's words, reflecting judgment and intelligence considerably beyond his years, impressed me so much that I am checking with his parents and teachers regarding the advisability of making a free television studio techniques scholarship with United Television Laboratories available to him as soon as he can take advantage of it.

There must be other deserving young people who write you in a similar vein now and then. For the more meritorious of these, preferably in the middle or late teens, I'd like to establish free UTL scholarships also. Since United Television Laboratories is a profit-making organization (I hope), the number of free scholarships must necessarily be limited but, to start with, three could be awarded annually.

W. L. Rector
President
United Television Laboratories
Louisville, Ky.

It Was a Happy Birthday

EDITOR:

Thanks for the wonderful coverage given our first anniversary celebration [B•T, May 20]. The promotion just seemed to click in every respect resulting in the success story you published.

Sydney E. Byrnes
President & General Manager
WADS Ansonia, Conn.

Reprints for Students, GI's

EDITOR:

Enjoyed your article "Will Television Replace Sex?" [B•T, Feb. 27] and would like permission to reprint parts of it in our base newspaper.

Lt. Charles A. Halverson
Assistant Information Services Officer
Eighth Air Base Group
APO 929, San Francisco

EDITOR:

I am editing a new ICS text entitled *Advertising in Radio & Television*. I would like permission to reproduce the Tv Comparative Network Showsheet [B•T, May 6] and "What's Really Wrong With Tv Commercials" by Fairfax Cone [B•T, May 13].

Thomas W. Gerrity
International Correspondence Schools, Scranton, Pa.

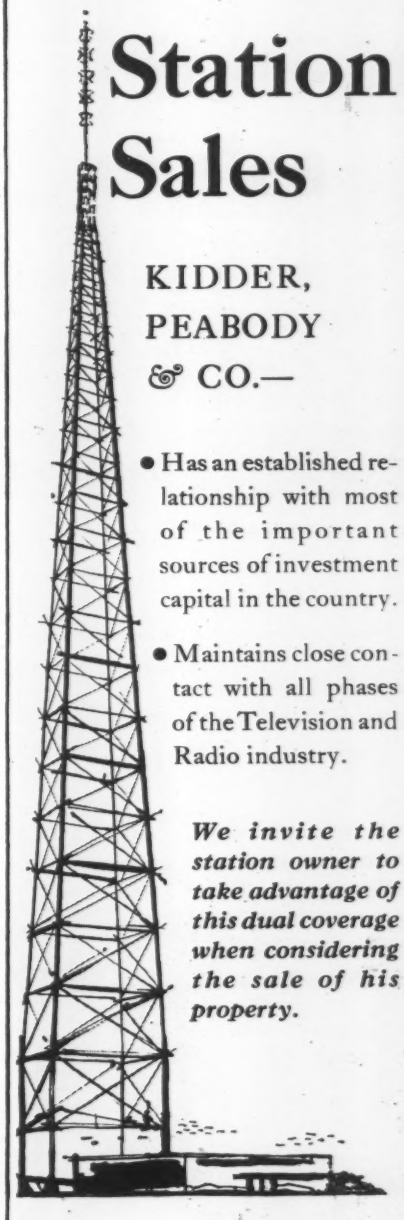
[EDITOR'S NOTE—Permission granted in both instances].

Station Sales

KIDDER, PEABODY & CO.—

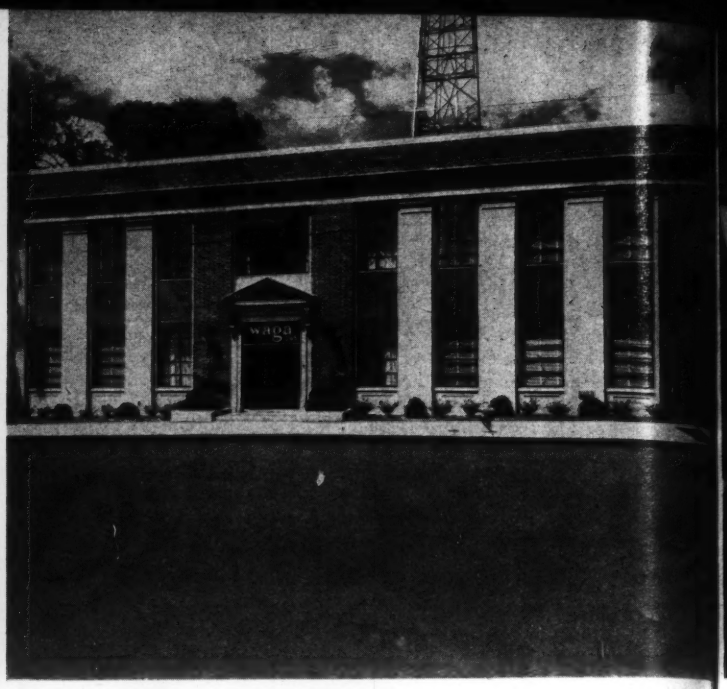
- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.



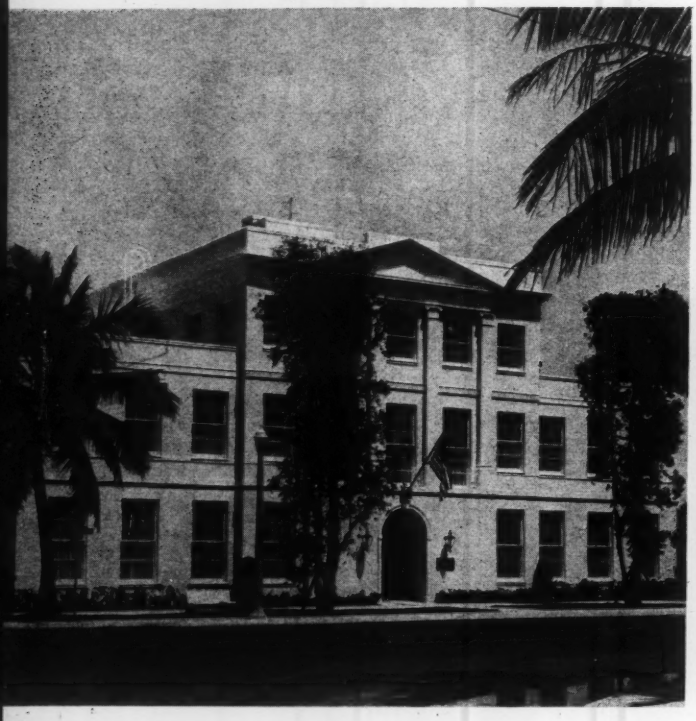
KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States
Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

WBRC-TV—Birmingham, Ala.

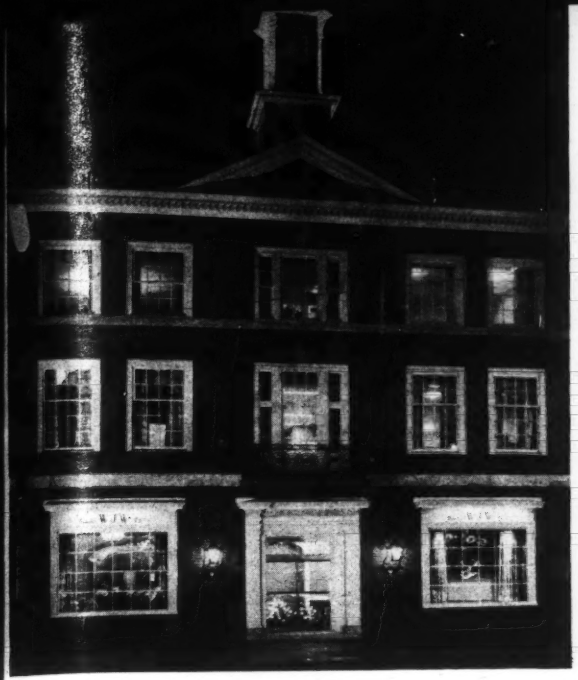


WAGA-TV—Atlanta, Ga.

Storer Broadcasting Co.—Home Office, Miami, Fla.

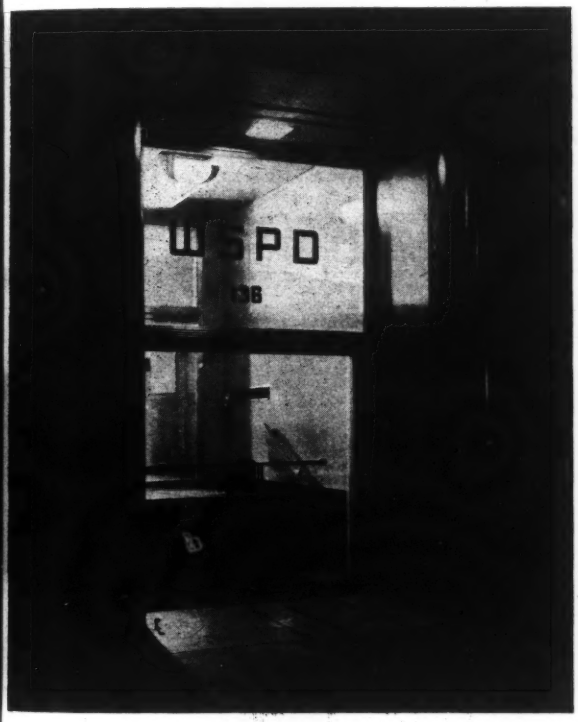


WJBK-TV—Detroit, Mich.



WJW-TV—Cleveland, Ohio

WSPD-TV—Toledo, Ohio



FAR MORE THAN BRICK AND CONCRETE BLOCK

The Storer Broadcasting Company is naturally proud of its television station studios and facilities. The latest, most modern equipment in the hands of trained, professional people will obviously provide the best in television programming and advertising production.

But we prefer to think of these structures as monuments to Storer success—and certainly not just financial achievement. Every brick and every block, we think, is mute testimony to the large audience response to Storer TV programming—to entertainment ability—to a conscientious recognition of community needs—to faith in the integrity of our advertisers.

And the Storer Broadcasting Company is grateful for its good fortune in being a part of America's most influential medium—broadcasting, both sight and sound. To process our opportunity zealously; our obligation and principle.

STORER BROADCASTING COMPANY

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Portland, Ore.

WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

In Mobile ...

GETS STILL BIGGER IN ALL 3 DIMENSIONS!

A.R.B. WKRG-TV sets a new record in A.R.B. (Feb. '57), leading 281 to 150 in quarter-hours when both VHF's are on the air . . . with a record new night-time lead, too . . . 139 to 59!

NIELSEN Nielsen Coverage Service (Report #2) shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "X", with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.

PULSE Telepulse (Sept. '56) shows WKRG-TV leading in 275 quarter hours to 171 for Station "X". Even then, the night-time lead was one-sided, 117 to 48.

Channel 5 CBS

WKRG-TV

Reps: Avery-Knodel

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Published every Monday by Broadcasting Publications Inc.

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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ARE RATINGS EVERYTHING?

Some folks set great store by ratings . . . and we'd be the first to tell you that in *every single* TV audience survey made in Shreveport, KSLA-TV has come out *'way on top.*

But there's something else of which we are every bit as proud. It's an intangible you'd have to come to Shreveport to grasp . . . a sort of *first-name friendliness, a confidence, a loyalty.* This feeling is reflected in the ratings, of course, and in the results advertisers tell us they get.

Still, the *real measure* of it is the man who stops us on the street or the child who calls on the phone. They feel like it's *their station,* and they're right! Add that to *dynamic ratings,* and you DO *have everything.* Don't you agree?

KSLA-TV

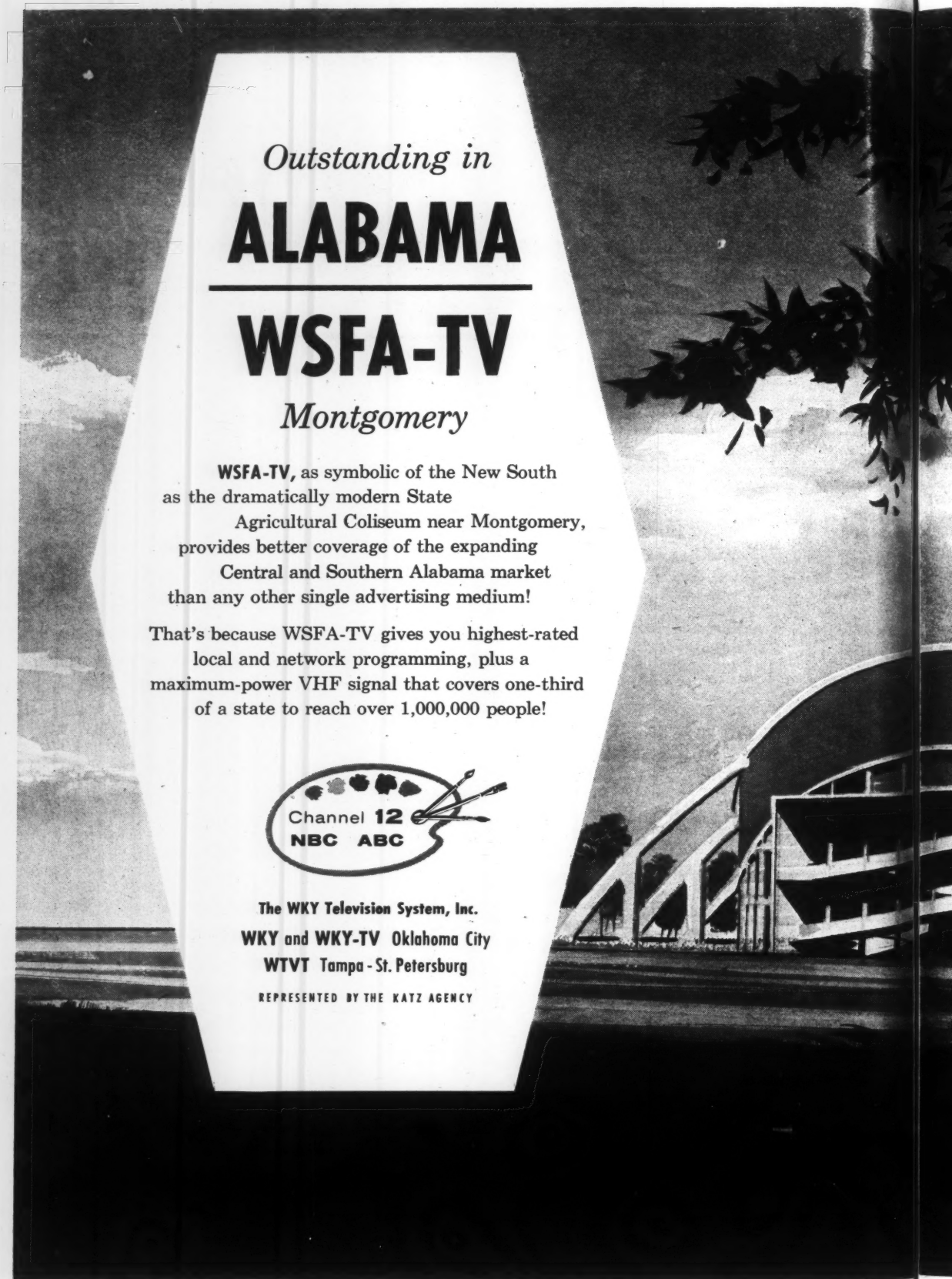
channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager



Outstanding in

ALABAMA

WSFA-TV

Montgomery

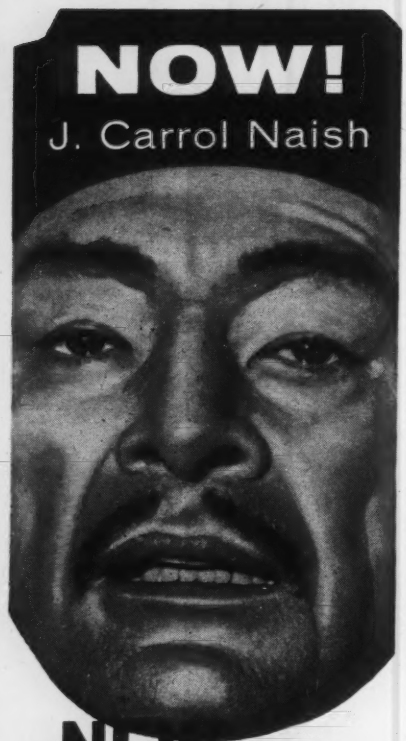
WSFA-TV, as symbolic of the New South as the dramatically modern State Agricultural Coliseum near Montgomery, provides better coverage of the expanding Central and Southern Alabama market than any other single advertising medium!

That's because WSFA-TV gives you highest-rated local and network programming, plus a maximum-power VHF signal that covers one-third of a state to reach over 1,000,000 people!

Channel 12
NBC ABC

The WKY Television System, Inc.
WKY and WKY-TV Oklahoma City
WTVT Tampa - St. Petersburg

REPRESENTED BY THE KATZ AGENCY



The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

SEGREGATION AND THE SOUTH

THIS tv film report on the three years since the Supreme Court's ban on segregation in America's schools, perhaps more than anything else, underscores that the period of transition has not been as utterly chaotic as many expected.

True, the *Open Hearing* special program had its share of the usual startling pictures of Ku Klux Klan meetings and other flareups, but these were more than counterbalanced by sequences of the problems being worked out on both sides. For this reason, the Fund For The Republic, under whose auspices the film was made, and ABC-TV deserves a vote of thanks for succintly reporting the status of a touchy situation. In fact, should tv exchanges with the Soviets be worked out, this is the type of blunt factfinding that could illustrate how democratic principles can survive a few hard knocks and still emerge as the final force.

The individual units within the show were nothing more than re-telling of events thoroughly reported in all media. But combined, as they were for the special presentation on *Open Hearing*, and augmented by skilled film editing and narration, it amounted to a crisp summary of three years internal crisis.

Production costs: $35,000-$40,000.

Telecast sustaining on film by ABC-TV's Open Hearing, *Sun., June 16, 5-6 p.m. EDT.*

Film produced under auspices of The Fund For The Republic, set up by the Ford Foundation.

Introduction: John Secondari.

Film Narration: Paul Frees.

Writer-Director: James Peck.

BOOKS

THE USE OF SURVEY RESEARCH FINDINGS AS LEGAL EVIDENCE, by Hiram C. Barksdale; 166 pp.; Printers' Ink Books, Pleasantville, N. Y.; $6.

SPONSORED by the Advertising Research Foundation, this book opens up a new subject, the use of survey research findings as legal evidence. It's purpose is to break down the barriers which differences in language, terminology and concepts have erected between market research technicians and lawyers. In short, the book describes how opinion surveys must be conducted to be valid for court evidence.

In addition to being a handbook for technicians in marketing and advertising research, it also serves as a reference volume for attorneys interested in trademark and trade name infringement, false and misleading advertising and any field where consumer or public attitudes become an issue.

The author is associate professor of marketing, New York U., and assistant technical director for the ARF.

UNDERSTANDING HI-FI CIRCUITS, by Norman H. Crowhurst; 224 pp.; Gernsback Library Inc., 154 W. 14th St., New York 11; paper-cover edition, $2.90; hard-cover edition, $5.

DESIGNED to answer all questions of the technical minded hi-fi fan, the book cover points that are often confusing to the audiophile—special output stages, feedback, damping, inverter and driver stages, input stages, matching, equalization, speaker distribution and crossovers, loudness and volume control, tone controls. Its many illustrations and explanations help to properly evaluate a variety of audio circuits.

COLORAMA®

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Color schedule cancelled for summer period.

NBC-TV

June 24-28, July 1-3 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

June 24-28, July 1-3 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

June 24 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

June 25, July 3 (8-8:30 p.m.) *Arthur Murray Party,* Spiedel through Norman, Craig & Kummel and Purex through Edward H. Weiss & Co.

June 26 (8-8:30 p.m.) *Masquerade Party,* participating sponsors.

June 26, July 3 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

June 27 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

June 29 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

June 30 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Corp. through Young & Rubicam.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen & SR&D)

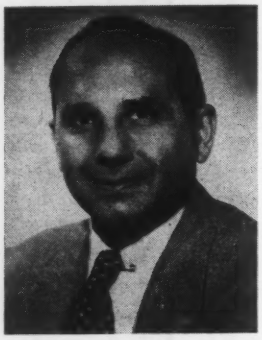
They serve this amazingly rich inland market which contains 4 of the top 5 counties in farm income in California, the nation's leading farm state — and has an effective buying income of almost $4.3 billion dollars. (Sales Management's 1956 Copyrighted Survey & U.S. Dept. of Agriculture's 1954 agricultural census)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

KJEO-TV
fresno
#1
ACCORDING TO LATEST ARB SURVEY!
Most on the ball station you have ever seen
See Your Brainham man
KJEO-TV Covers FRESNO And the Billion Dollar Rich San Joaquin Valley BEST!
O'Neill Broadcasting Company
P.O. BOX 1708, FRESNO, CALIFORNIA

Agency Executive Sold on Audit Bureau of Circulations



A. C. DEPIERRO,
Vice President
Director of Media
Lennen & Newell, Inc.
New York

"Helping to eliminate the guess-work from media buying through your membership in Audit Bureau of Circulations is a significant benefit to advertisers and their agencies. Audit Bureau of Circulations reports are a vital part of our every day working tools and we commend you for adding your publication to the impressive list of Bureau Members."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

MILESTONES

► PAT FLANAGAN, sportscaster, KOOL-AM-TV Phoenix, celebrated his 35th year of broadcasting June 11.

► SHURE BROTHERS Inc., Evanston, Ill., electronics equipment manufacturer, celebrated its 32nd anniversary.

► CECIL HALE, WSAI Cincinnati, celebrates his 31st year in broadcasting.

► WRBL Columbus, Ga., celebrates its 30th year.

► C. A. O'DONOVAN, treasurer, Southwestern Sales Corp. (KVOO Tulsa) celebrates his 25th anniversary with company.

► SID SOLOW, vice president-general manager, Consolidated Film Industries (processor of films for tv and movies), celebrates his 25th anniversary with company.

► WLAK Lakeland, Fla., completed 21 years of broadcasting last month.

► JOHN CAMPION, control room operator, WDRC Hartford, Conn., is observing his 15th anniversary with station this month BERTHA PORTER, music librarian, WDRC, is observing her 12th anniversary with station.

► GLENN CALLISON, vice president in charge of engineering for McLendon stations (KLIF Dallas, KTSA San Antonio and KILT Houston), celebrates his 10th year with organization this month.

► KUHT Houston, Tex., celebrated its fourth anniversary with reception for educators and telecasters, combined with hour-long telecast this month.

► TOM HANLON, sportscaster, KNX Los Angeles, celebrates his 20th year with station.

► WSIV Pekin, Ill., has completed its 11th year of broadcasting.

► KTLN Denver celebrated its ninth anniversary last month.

► WSUN-TV St. Petersburg, Fla., celebrated its fourth anniversary last month.

► KDIX Dickinson, N. D., celebrated its 10th anniversary last month.

► WBEN-TV Buffalo celebrated its ninth anniversary last month.

► *NBC Matinee Theatre* (NBC-TV, Mon.-Fri., 3-4 p.m. EDT) gave 400th telecast June 6.

► KGMS Sacramento, Calif., celebrated fifth anniversary.

"...every day a fresh pine cone in his lapel!"

"At first I think maybe Christmas is coming early this year, what with all that fall-out and stuff. Finally I get up my courage to ask the guy. 'Christmas?' he says, smiling. 'Angelo, my lad, it's *always* Christmas up in Maine when you put WABI-TV and WABI Radio on your spot schedules!'

"Now, *what*," adds Angelo, a busy fellow at Michael's Pub in the East Side heart of the agency jungle . . "*what* do you make of *that*?"

Well, sir, anybody who knows his way around radio and TV buying can make something *very* profitable out of it. A large delegation of advertisers are today wearing pine cones over their hearts (if not in their lapels) as tribute to sales triumphs throughout the fastest-growing slice of Maine.* You don't need to know a conifer from a lobster pot to find out what a powerhouse this WABI-TV and WABI Radio combination is.

(Latest ARB – for example – gives WABI-TV eight of top ten, 17 of top 20 shows in a seven-county study. Morning ratings up 60%; afternoon, up 15%; 6 P.M. to midnight, all week, up 31%. Average nighttime audience now 52% greater than next-best station. In short – *WOW*!)

"Maybe," says Angelo, "this'd be a hot spot to advertise Michael's Pub?" He might be right. Nobody has yet found out what WABI-TV and WABI Radio *can't* do! Want to accept the challenge for *your* products?

**Real versatile market, too. Wall Street Journal, for instance, says Maine is now manufacturing 170 million toothpicks a day. Pine trees, you know. One of the smaller industries contributing zoom to our boom!*

wabi AM TV

Represented by: George P. Hollingbery – Nationally
Kettell-Carter – New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

affiliated with The Downeast Network – WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.

Nielsen Study # 2 Shows WPTF

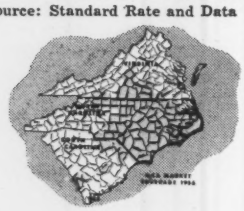
A Better Buy Than Ever!

More daily listeners than any other North Carolina, South Carolina or Virginia station!

Reaches over 50% of all radio homes in 84 counties! Three more counties than 1952 study. *

Population	3,150,700
Households	767,760
Spendable Income	$3,388,498,000
Retail Sales	$2,390,992,000
Food Sales	$ 545,229,000
Drug Sales	$ 66,746,000
Gen. Merchandise	$ 308,037,000
Apparel Sales	$ 129,851,000
Home Furnishings	$ 141,796,000
Automotive Sales	$ 516,305,000
Gas Station Sales	$ 217,529,000
Farm Population	1,246,100
Gross Farm Income	$1,069,116,000

*Source: Standard Rate and Data



50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager

Gus Youngsteadt, Sales Manager

National Representatives

IN PUBLIC INTEREST

AWRT Launches Slum Campaign

AMERICAN Women in Radio and Television is launching a three-month betterment of slums campaign in cooperation with the Advertising Council on behalf of American Council to Improve Our Neighborhoods. AWRT has issued a kit containing announcements, a 20-second film, an 8 x 10 flip card, 2 x 2 slide and background factsheets to 1,600 of its members. Kit was prepared by Young & Rubicam, volunteer agency for the ACTION campaign.

WIBR Places Teeners

JUVENILE delinquency was "dealt a good sock in the jaw" by WIBR Baton Rouge, La. The station put on an all-out campaign to register teenagers for summer employment and help place them in jobs. Two hundred and eighty teenage registrants were reported in the first few days.

NBC Public Service Award

SERGEANT William Frith, a member of the Northwest Detective Div. of the Phila. Police Dept., received the NBC Public Service Award from Lloyd E. Yoder, NBC vice president-general manager of WRCV-AM-TV Philadelphia, for his (Sgt. Frith's) part in solving the recent robbery-murder of Mrs. Agnes Sharpe. Although suspect Charles Adderly passed a lie detector test and was released for lack of evidence, Sgt. Frith still felt the 19-year-old youth was involved in the crime. Sgt. Frith continued investigation and finally accrued sufficient additional data to cause the suspect's re-arrest. When he was faced with the new evidence, the suspect broke down and confessed to the murder.

WBEN Scores With Mental Health

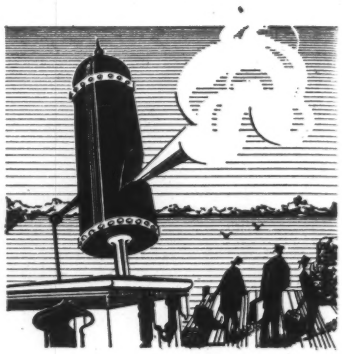
WBEN Buffalo has launched a six-week series on mental health, with local institutions participating. The program, which began June 9, has already reportedly generated many letters and phone calls of praise. According to the station, the "high caliber of the series is the obvious reason."

Adm. Dewey to Cruise Again

AS THE "kickoff" of the June "Impact Public Service Project," WRCV-TV Philadelphia aired a special program *USS Olympia,* inaugurating a month-long radio-tv drive by the NBC stations in aiding the raising of $250,000 to restore Admiral Dewey's flagship of Spanish-American War fame, as a public shrine on the Philadelphia waterfront.

News Film Used as Evidence

BECAUSE of its graphic summing up of a news situation of "serious public concern," a film used in the Bennet Paint Co. interpretive news show, *Week End,* was presented as testimony at a public hearing in the Salt Lake County (Utah) Commission chambers. The film showed the result of gravel mining operations near the mouth of Big Cottonwood Canyon. Minutes after the news film was aired on KTVT (TV) Salt Lake City, representatives of Salt Lake County residents contacted the station asking permission to utilize the footage at hearings.



ALL ABOARD!

Oldtime Ohio River steamboat whistles let passengers know it was time to get under way. The more forceful the whistle, the bigger the boat . . . the more passengers it could carry . . . the faster it took them further.

Similarly, the latest Nielsen figures sound a forceful blast for WSAZ-TV in today's busy Ohio River market. With an audience of over half a million TV homes in 69 counties, WSAZ-TV reaches (says Nielsen) 100,580 *more* homes on weekday nights than the next-best station. And it's the consistent leader around the clock!

This is impressive traveling—and to very prosperous ports of call where income has never been so high. Get aboard this prime mover of goods and let WSAZ-TV blow your own whistle where it will be heard — and heeded — most. The gangway is down at any Katz office.

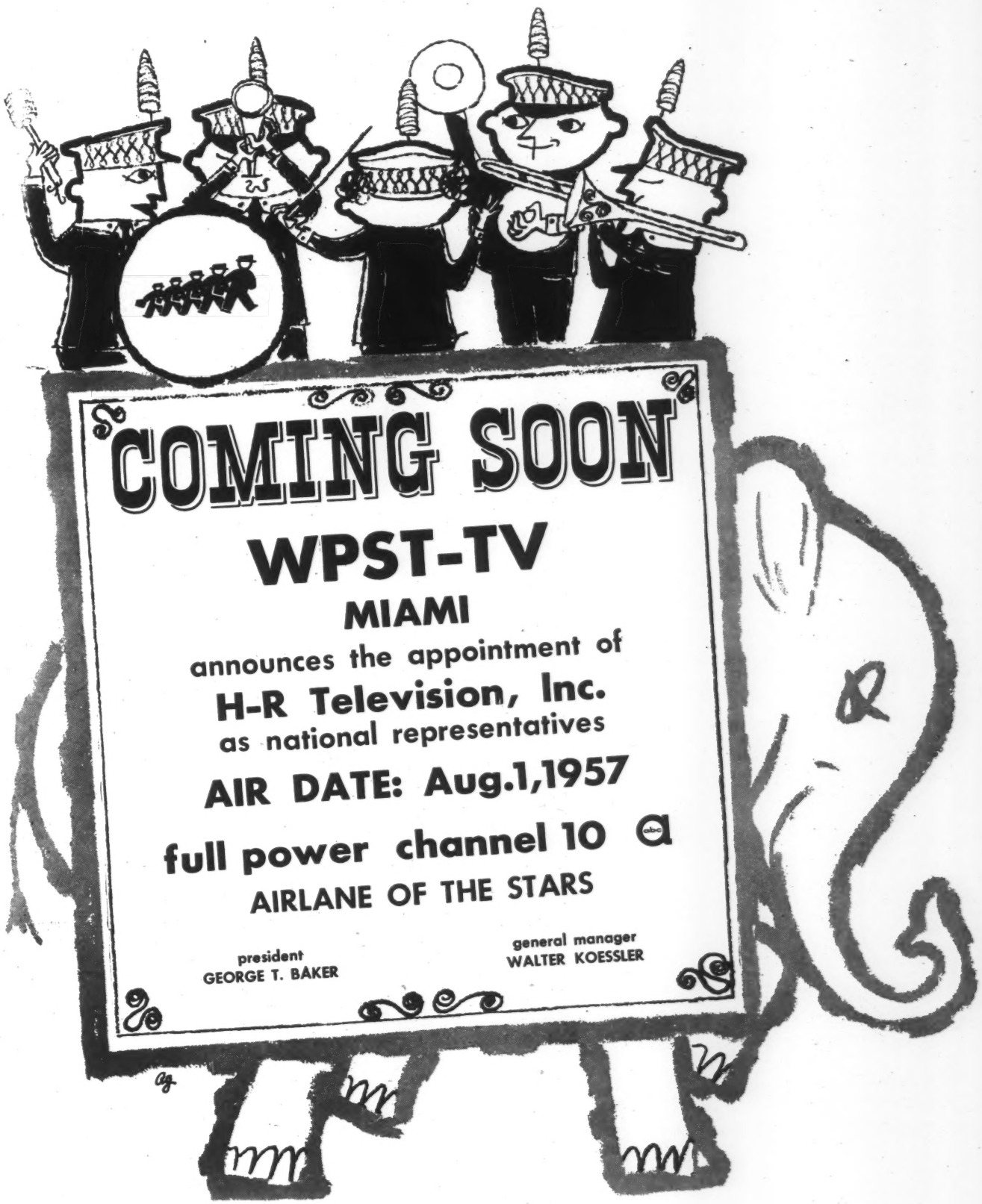
HUNTINGTON-CHARLESTON, W. VA.

N.B.C. NETWORK

Affiliated with Radio Stations WSAZ, Huntington & WKAZ, Charleston

LAWRENCE H. ROGERS, PRESIDENT

Represented by The Katz Agency


COMING SOON
WPST-TV
MIAMI
announces the appointment of
H-R Television, Inc.
as national representatives
AIR DATE: Aug.1,1957
full power channel 10
AIRLANE OF THE STARS
president
GEORGE T. BAKER
general manager
WALTER KOESSLER

WILS

114% MORE audience
than Station B ALL DAY!*

5000
LIVELY WATTS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

LANSING

MORE listeners than
all other stations
heard in Lansing
combined.*

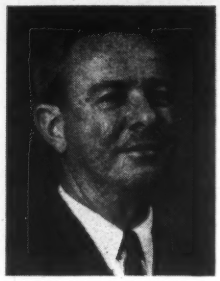
* Mar. thru Apr. average
C. E. Hooper, Inc.

WILS
music news sports

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

OUR RESPECTS

to Robert Edward Lee Kennedy



BOB KENNEDY, the 1957-58 president of the Assn. of Federal Communications Consulting Engineers, considers himself a roughneck engineer, but he's really a civilized, urbane man at heart.

Not long ago he was with a large group at a colleague's home. The late evening snack was a special Italian dish. The cook, who was as finicky about the ingredients as he was about the cooking time, was Mr. Kennedy.

The tough talking, bristling attitude that Mr. Kennedy affects—it reflects his bantam temperament—is belied in another direction. He and his wife, Mary, are long-hair music fans. Symphonies, opera, concerti, chamber music are an integral part of the Kennedy household in the Forest Heights, Md., section of suburban Washington. Currently, there are more than 1,000 LPs in their library.

Needless to say the Kennedy's high fidelity record player is top drawer, if not *avant garde*. "Kennedy's amplifier isn't any ordinary 10 w or 25 w piece of equipment," a friend said recently, "it must put out at least a million watts."

He has one distinction uncommon in broadcasting circles. He is the only broadcast engineer who ever socked his boss and kept his job. It was in 1931 when he was a transmitter operator at WTAR Norfolk. He was changing a capacitor and the lines were "hot." The chief engineer started to put his hands on the terminals, alive with 4,400 volts. Mr. Kennedy's fist shot out and knocked the boss away.

For the last four years, Mr. Kennedy has represented AFCCE on the joint industry-government committee wrestling with the tall tower problem. The problem arises because aviation interests feel strongly that high towers, mainly television, are hazards to airplanes. Recently this group agreed on a set of tentative principles for both broadcasters and the air industry. Mr. Kennedy feels this is worth trying, both broadcasting and aviation must live together in airspace and must compromise their differences in order to maintain a working relationship.

Robert Edward Lee Kennedy was born Jan. 19, Robert E. Lee's birth date, in 1910 at Norfolk, Va. His father was a shipwright in the Navy Yard there—and a Yankee to boot (he was from Newfoundland). Young Bob wound his first crystal set in 1921 had a ham license (3RT) at 14. He took engineering courses at the U. of Virginia at Norfolk, George Washington U. and Georgetown U. in Washington.

For eight years beginning in the summer of 1927, Mr. Kennedy worked at radio stations and as a ship's wireless operator. He was a combination engineer-morning man at WTAR Norfolk. He worked at what was then the Cavalier Hotel's WSEA Virginia Beach. He was a technician at WGH Newport News. His sea duty took place on merchant ships on the South American run, but for four months he served as "sparks" on a private yacht. Even today Mr. Kennedy's eyes sparkle at the remembrance of the lush living aboard the *Hardi Baiou*.

In 1935, Mr. Kennedy joined the Washington Institute of Technology at College Park, Md., just outside Washington. In 1938 he became associated with Paul Godley at his Montclair, N. J., engineering laboratories. Two years later he was back in Washington with John Barron in consulting engineering practice.

Twenty four hours after the Pearl Harbor attack in 1941, Mr. Kennedy volunteered for Navy duty and was commissioned a lieutenant (j.g.). He was assigned to the radio-electronics branch of the Bureau of Aeronautics. When the war ended, Mr. Kennedy was a lieutenant commander and assistant chief of the radio section.

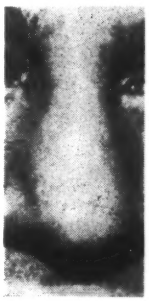
When the firm of Kear & Kennedy was established in October 1945, it had ABC as its first and principal client. It started out as a three-man outfit occupying one room in downtown Washington; it now employs 12 men and occupies a third of the floor of a Dupont Circle building, grossing almost $250,000 a year.

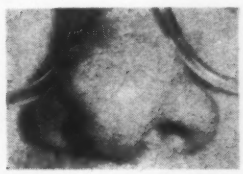
Mr. Kennedy married the former Mary Dominek in 1941. They have two children, a girl of 9 and a boy of 6. By a previous marriage Mr. Kennedy has a 24-year-old daughter and a 22-year-old boy. He has one grandchild.

In addition to his office as president of the AFCCE (of which he was one of the founders), Mr. Kennedy is a member of the Institute of Radio Engineers, a vice president of the Washington, D. C., IRE professional group on audio, the Radio Club of America, the Audio Society of America. He is also Steward (president) of an esoteric little group known as the Empire State Tv Guild. This is a select body of men who had a hand in putting all seven New York City tv stations on one mast atop the Empire State Bldg.

Mr. Kennedy's other serious hobby, in addition to hi fi, is photography. He has half a dozen cameras around the house and spends hours in his dark room. Until last year he was also the owner-skipper of "the neatest little 40-footer afloat in the Washington area."

COUNTING NOSES ISN'T ENOUGH





Whose noses *are* they? Seems like a reasonable question for any advertiser to ask when he stakes his money against a publication's ability to deliver.

That's why vague circulation counts, without proper analysis of *who* and *why* as well as *how many*, are no assurance that (1) your advertising is going where you want it to go, and (2) that it will receive any kind of attention when it gets there.

Take *our* field, for instance. Of the several publications purporting to cover radio and television, only one — BROADCASTING-TELECASTING — is a member of the Audit Bureau of Circulations. Only B-T can give you a definitive breakdown of its *PAID* readers. These, we are happy to report, comprise 90% of total circulation . . . and lead the field by several thousand noses in these ways:

1) almost 17,000 people *pay* to read B-T — more *paid* distribution annually than all other magazines in the field combined.

2) among the crucial (to you) advertiser-agency echelons, B-T's 5,166 *paid*, ABC-audited subscriptions mean unbeatable coverage.

3) on 1,000 desks in America's 40 biggest radio-TV agencies and advertisers, B-T is a *paid-for* fixture every week. (These, by the bye, are the top-billing 40 who spent about one billion in radio-TV last year.)

Only a publication that *does* have this caliber of circulation will face the thorough-going scrutiny of an ABC audit. Giveaway copies and unsolicited "subscriptions" are quickly recognized for what they are—circulation chaff. *

Busy people can't read everything that lands on their desks. But they *do* appreciate complete, concise reporting — and are willing to *pay* for it, as B-T's popularity proves. If you have something to tell busy people in radio-TV advertising, put it in the magazine they open (and open first) . . . the magazine they *pay* to get—because they know it's worth it.

* *Smell something burning? It's probably the radio-TV magazines whose circulation generosity exceeds their paid distribution. Ask any of them for a breakdown — by types — of their* paid *readership. It'll panic you (and them).*

BROADCASTING • TELECASTING

1735 DeSales Street, N.W., Washington, D. C.

a member of the Audit Bureau of Circulations

AND HERE'S FURTHER PROOF!

May A R B Shows—

KTRK-TV First in Prime time — 6-10 p.m. Monday thru Friday

KTRK-TV First in Nighttime — 6 p.m. to Midnight Monday thru Friday

KTRK-TV First in Nighttime — 6 p.m. to Midnight Sunday thru Saturday

KTRK-TV Leads With Top 3 Shows and Five of Top 10 in Houston!

HOUSTON'S
BEST BUY
KTRK-TV
CHANNEL
13

abc

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

BROADCASTING
TELECASTING

Vol. 52, No. 25 JUNE 24, 1957

FRONTAL ATTACK ON ALL AD DISCOUNTS

- **Celler would bring media under Clayton, Robinson-Patman Acts**
- **While aimed at networks, bill would hit all advertising media**
- **FCC comes in for scathing attack, in general and in particular**

[The question of antitrust made news in other quarters last week. See page 64 for B•T's coverage of the FCC's new policy in antitrust cases—and specifically the NBC-Westinghouse swap.]

TWO WEEKS AGO Rep. Emanuel Celler released the long-awaited report on his antitrust investigation of the broadcast industry. Last Thursday he put it to work.

In a move which could change the whole face of all media operating practices, the New York Democrat introduced a bill to amend the Clayton and Robinson-Patman Acts to cover "services rendered by independent contractors" as well as commodities and goods. If passed, the bill could make illegal all quantity discounts to advertisers—a cornerstone of the advertising business. While aimed primarily at the broadcast networks, it also would affect every tv station, radio station, newspaper, magazine, and in fact any form of mass communication which accepts advertising.

Briefly, the two acts presently prohibit manufacturers from giving quantity discounts to their customers unless it can be proven that the large purchases result in a substantial saving to the manufacturer. Tv, radio and the print media, being deemed services rather than commodities, have generally been held free from the provisions of those acts.

Rep. Celler announced the introduction of his latest bill while addressing a luncheon meeting of the Federal Communications Bar Assn. in Washington. A record number of lawyers, two FCC commissioners, and two-score broadcasters in Washington for NARTB board meetings (story page 48), also heard him loose a blistering attack on the FCC.

The Celler report (actually the report of his antitrust subcommittee of the House Judiciary Committee), hit the tv networks' practice of giving discounts up to 25% (and over that in some instances) on the advertiser's gross time purchases. It questioned whether or not the network discount structure involves a violation of the Robinson-Patman amendment, "one of whose principal purposes was to prohibit quantity discounts to mass buyers merely on the volume of the purchases and unrelated to cost savings by the seller, where an injurious effect upon competition might result."

In the case of tv network time, the report stated, it is not uncommon for an advertiser to receive a discount of $25,000 for a single program based solely on the advertiser's aggregate time purchases, while a competing advertiser whose budget does not permit large network time purchases may receive no discount at all for sponsoring a like program. "If a commodity were involved, this very kind of practice would come under the ban of the Robinson-Patman amendment. Yet, for no reason other than that the activity relates to services, immunity from the anti-price discrimination statute seems to be provided," the report contended.

Congressman Celler took a leaf from the book of Rep. John D. Dingell (D-Mich.) in his criticism of the FCC [B•T, June 3]. "I'm going to tolerate no nonsense, no procrastination—that's a warning to the FCC [to carry out the recommendations of the Celler report]," Rep. Celler told his Thursday audience, which included Comrs. Rosel H. Hyde and John C. Doerfer.

REP. CELLER

He charged the Commission with failure to perform its statutory obligations adequately; failure to conform its regulatory activities to the letter and spirit of the antitrust laws; fumbling, "for many years," the vital problem of station outlets and frequency allocations; inability to correct the chronic and critical station shortage, and being unduly informal with members of the industry.

"What is required," Rep. Celler stated, "is appointment to the Commission of persons dedicated to serving the public interest." He pointed out that he had not been partisan in his criticism of the commissioners, but had leveled his attacks against both Republicans and Democrats on the FCC. He called upon the FCC to establish its own "code of ethics" to prohibit further *ex parte* discussions of pending issues.

Rep. Celler also expressed his dissatisfaction with FCC approval of the NBC-Westinghouse station swap, the grant of ch. 5 in Boston to WHDH-Herald-Traveler, and the Commission's failure to bring to a close two proceedings involving American Telephone & Telegraph.

Assuming that his bill would be referred to the House Antitrust Subcommittee, Rep. Celler told his audience: "I can assure you, you'll get action on that bill."

Following is a slightly condensed text of Rep. Celler's address:

To me a matter of most serious concern is that the FCC has failed to perform its statutory obligations adequately; that it has not infrequently failed to conform its regulatory activities to the letter and spirit of the antitrust laws; and that it has, for many years, fumbled the vital problem of station outlets and frequency allocations. What is more—and this should be especially disturbing to members of this bar—the committee found that the Commission has been unduly informal in its relationships with members of the industry. In fact, for many years such an air of informality has surrounded the Commission's adjudicatory process that members of the Commission have repeatedly discussed with interested parties the merits of pending cases. It is needless for me to point out that such practices by members of a quasi-judicial agency are clearly repugnant to fundamental principles and tread dangerously close to, if they do not transgress, the outer limits of due process of laws.

It is inconceivable that members of this specialized bar association will tolerate continuation of this situation, which is so inconsistent with order and fairness. I am confident that you will assist in the formulation of procedures necessary to assure that the Commission will act as a truly quasi-judicial body.

As a first step, it is imperative for the Commission promptly to adopt a code of ethics that will prohibit further *ex parte* discussions of pending issues between Com-

mission personnel and litigants and restore due process to its adjudicative process. I recognize that adoption of such a code will not in and of itself solve the basic problem of effective broadcaster regulations. What is required is appointment to the Commission of persons dedicated to serving the public interest. In my opinion there has never been a greater need for qualified personnel in the FCC, both at the staff and the Commission level. For a number of years the FCC has simply not measured up to the standard of public service required to inspire public confidence.

In the exercise of its licensing function, for example, the FCC has a unique opportunity and responsibility for protecting the public interest in a competitive broadcasting industry, by closely scrutinizing both the nature of the transactions underlying license applications and the antitrust background of the applicants. The Commission's official policies recognize and assert that responsibility. Yet in practice the Commission has on several occasions subordinated the public interest in these respects. The NBC-Westinghouse station exchange of 1955 is a case in point. In that case, NBC persuaded Westinghouse to give up valuable Philadelphia stations in exchange for NBC's Cleveland stations plus $3 million. The Commission had reports from its staff expressing concern over the concentration and overlap of NBC coverage which would result from this transaction. It had detailed information from its staff reporting that Westinghouse was reluctant to surrender its Philadelphia outlets and may have been coerced to agree, or face possible loss of NBC network affiliation in several cities. Nevertheless, the Commission approved the exchange without a hearing, without giving specific consideration to the antitrust backgrounds of the various participants and without maintaining adequate liaison with the Antitrust Div. of the Dept. of Justice, to whose attention it had specifically called the case, and which had been investigating the transaction.

The NBC-Westinghouse case is not an isolated example. A recent decision by the Commission affecting the Boston area again highlights the Commission's disregard of antitrust principles in its licensing process. In that case one of the applicants already owned newspapers and radio stations which were dominant in the area and was controlled by persons who had frequently run afoul of the antitrust laws in the past. Parenthetically, it was rated by the Commission's chief hearing examiner as tied for last place below two other applicants. Yet, the Commission awarded this applicant the license over all competitors notwithstanding the Commission's avowed policy of favoring diversity of ownership of mass communications media and of considering a history of antitrust violations in licensing proceedings. Let me emphasize that decisions of this nature shatter competition in the mass communications field.

The Antitrust Subcommittee did not investigate this transaction because it had completed its hearings before the Commission acted. However, it is to be hoped that the House Commerce Subcommittee on Legislation Oversights [headed by Rep. Morgan Moulder (D-Mo.)], which was recently established, will investigate the Commission's handling of the matter.

In yet another field, the area of frequency allocations, the Commission has proved incapable of correcting the chronic and critical station shortage which is one major obstacle to achievement of a nationwide competitive system. Although the Commission repeatedly declared the use of uhf to be essential to such a system, for many years it not only failed effectively to encourage uhf development, but until recently, its every action further strengthened and entrenched vhf. As a result uhf stations face an impossible competitive situation due largely to the absence of all-channel set circulation. After 12 years, the situation still cries out for constructive solution.

In a related area the Commission has been remiss in failing to bring to a conclusion either of two long-pending proceedings that bear on the difficulties of rural television stations that are not in the AT&T transmission system in obtaining network programs for live broadcast at reasonable transmission rates. One of these proceedings, initiated in 1954, seeks permission to construct and operate private relay facilities whenever the cost of AT&T services is disproportionate. The other, which has been pending since 1948, is a formal investigation of AT&T common carrier charges for network transmission services. In view of the importance of these proceedings to the achievement of national objectives for broadcasting, the length of time which they have been permitted to drag on is unconscionable.

Cites CBS, NBC 'Dominance'

Turning to the problems of concentration in the industry, the committee's study revealed that CBS and NBC today occupy a dominant position in television broadcasting, accounting for over 40% of the entire tv broadcast business. By virtue of that dominant position, these two networks, using spectrum frequencies that are a precious natural resource belonging to all the people, exercise vast influence and determine in large measure what the American people may see and hear on their television sets. It must not be overlooked, however, that they have done much that is in the public interest. Thus they have engaged in extensive pioneering activities, assumed large financial risks and brought to the public programs of great popular appeal. These factors explain in part their present dominance.

There are other factors too which have contributed to the present concentration in CBS and NBC. These include physical considerations such as the natural limitation of frequency space which prevents unrestricted entry into broadcasting, and shortage of station facilities that has been aggravated by faulty frequency allocations. Various practices that have had a detrimental effect on competition have also, however, contributed to the present economic concentration in the control of television broadcasting. These practices include option time; must-buy; first call arrangements; possible tie-in of network time sales to the sale of programs in which the networks have a financial interest; quantity discounts granted by networks to large advertisers in the sale of time; multiple station ownership by networks; long-term exclusive network talent contracts, and broadcaster activities in the field of music.

I would stress that the FCC and the Dept. of Justice have ample statutory authority to correct virtually all the foregoing restrictive practices. In this context, the solution does not lie in the enactment of extensive new legislation *at this time* but rather in the exercise by the government agencies of authority which they have already been provided by the Congress. Only if the agencies fail to carry out their responsibilities will appropriate legislation have to be considered.

There is, however, one area where additional legislation is now required so as to amend Sec. 2 of the Robinson-Patman Act and Sec. 3 of the Clayton Act. In the sale of time, the networks allow advertisers a variety of quantity discounts which run as high as 25% and which are not related to any cost saving. Such discriminatory discounts in the sale of goods would constitute violations of the Robinson-Patman Act. However, since the act is not applicable to the sale of services—tv and radio are deemed services—the large network advertiser can obtain a competitive advantage solely because of superior mass purchasing ability. This is true notwithstanding there is no distinction in principle between a discrimination in the sale of goods and in the sale of services. Similarly, Sec. 3 of the Clayton Act which bans certain tie-in arrangements is not applicable where services are involved. To plug these loopholes, I have introduced a bill today to amend the Robinson-Patman and Clayton Acts so as to make them applicable not only to the sale of commodities but also to the sale of services by independent contractors.

In respect of the other recommendations, I think the past record of the Antitrust Subcommittee demonstrates that its reports are not issued merely to be filed. On the contrary, it is the policy of the committee to keep a watchful eye on the steps taken to carry out committee recommendations. In this connection, I may mention the effectiveness of past recommendations of the committee with respect to such matters as conflicts of interest cases; adoption of a code of ethics by the Dept. of Justice; employment of WOC's [without compensation employes]; measures to improve enforcement of the Celler-Kefauver Antimerger Act.

In accordance with its policy, the subcommittee has made formal request to the FCC and the Antitrust Div. for detailed progress reports as to steps these agencies undertake to carry out each of the committee's recommendations pertaining to television broadcasting. I'm going to tolerate no nonsense, no procrastination—that's a warning to the FCC. Beyond this, the committee will continue to scrutinize carefully the manner in which the Commission and the Antitrust Div. carry out these recommendations and implement the congressional policy of a nationwide competitive system of broadcasting. The public interest requires no less.

RATINGS HASSLE IN LOS ANGELES: TWO MORE TVS DROP ARB REPORT

CAN a rating service successfully defend ratings lower than its competitors? That was a big question in Los Angeles and elsewhere last week on heels of the news that two more Los Angeles stations have discontinued their subscriptions to American Research Bureau's service—admittedly because it came up with lower ratings than the competing Nielsen and Pulse services.

The latest two stations to drop ARB are independents KTTV (TV) and KTLA (TV). They join CBS-owned KNXT (TV) (cancelled last fall) and NBC's KRCA (TV) (last month) to bring to four out of seven Los Angeles stations which have discontinued the report.

None of the stations was speaking for publication last week, but informally they agreed that a major reason for the cancellations was the fact that during daytime hours, which contain most of the tv time still available for sale, ARB ratings fall well below those of Nielsen and Pulse. As daytime is the time they are trying most energetically to sell, those stations indicated a preference for the rating services which provide them with the best sales ammunition.

Roger Cooper, ARB station relations manager, was in Los Angeles last week in search of a solution to the rating differentials. He noted that the basis of the problem is that agencies—and consequently stations—are trying to justify the high cost of television by showing high circulation. He said that this insistence on high ratings rather than proof of impact is an industry problem not confined to ARB or to the Los Angeles market.

James Seiler, president of ARB, admitted in Washington that the situation was a serious one, but said that ARB has no intention of changing its rating methods until it is demonstrated that they are in error. And, he maintained, repeated tests of the ARB diary results in Los Angeles have verified their accuracy.

When the first rumblings of station discontent with the ARB results were heard last year the rating service instituted its own test of the diary method against telephone coincidental and personal interview methods of the same program periods. Those tests—conducted at a cost to ARB of $25,000 and involving 60,000 homes—showed the diary results actually .4 points above the other methods, Mr. Seiler said.

Early this year, he stated, TvB conducted similar tests of the Los Angeles market—with the knowledge of ARB and using the same periods as the ARB report. Mr. Seiler said the results of that test had never been published, and that his repeated demands that they be released have been met by TvB with statements that they were "inconclusive." Mr. Seiler, on the contrary, feels that if the TvB tests are released they will bear out ARB's accuracy.

Another reason given by the stations which have dropped ARB was the difference between overnight coincidental ratings which they sometimes receive from that service and figures printed later in the diary reports. The overnight ratings would be used to sell program sponsorship or adjacent announcements to an advertiser or agency, the stations said, but when the report came out with ratings only half as large as the first reports—or even less—the result would be a cancellation. More than that, the stations said they often were severely criticized for using "phony" statistics to make a sale.

Answering that charge, Mr. Seiler admitted that sometimes such incidents occurred, but pointed out that they were exceptions rather than the rule—and even then that the coincidentals covered a different segment of people and a different time period. He further declared that in other cases the reverse was true—that the diary report would show a higher rating than the coincidentals.

Mr. Seiler said that he would welcome further tests of the accuracy of his service, and that he was looking for a station which would go along with one. KNXT was set to last fall, he said, but cancelled out just before the test was to begin. If such tests prove his method in error Mr. Seiler stated he would of course change the method, but maintained that he could not now publish data which he feels unsubstantiated by the facts.

BY LAND, SEA & AIR

KBIG Hollywood Special Events Director Stu Wilson and his Volkswagen mobile studio have completed an island-hopping voyage from their Catalina Island home base to Honolulu on the maiden trip of the *SS Matsonia*. There Mr. Wilson is originating a daily one-hour disc jockey and interview broadcast from the annual convention of the Advertising Assn. of the West in the patio of the Hawaiian Village Hotel at Waikiki, today through June 28, 7-8 p.m. Mr. Wilson's hour tape arrives back on the mainland nightly via Pan-American Airways for broadcast on KBIG next day.

Nighttime Radio Given More Stress by Texaco

THE TEXAS Co. (Texaco gasoline), New York, has "discovered" nighttime radio. And, as a consequence, beginning this Friday it will place a portion of its spot radio budget in nighttime (generally in the 7-9 p.m. or 7-10 p.m. periods).

Texaco in each of its "basic" markets will be running about 45 spots per week in various time periods. Included in its nighttime buying is participation in Westinghouse Broadcasting Co.'s new "lateral programming" (see story page 82), becoming the first major advertiser to be associated with WBC's new project.

According to Cunningham & Walsh, New

DURING the June 4 farm clinic held at Potts-Woodbury advertising agency's Kansas City headquarters, final plans were drawn for a continuing series of broadcasts to be sponsored by D-X Sunray motor oils on nearly two dozen midwestern radio stations. Participants in the conference included (l to r): Marvin Vines, farm director of KTHS Little Rock; Ted Manger, farm director of KMOX St. Louis; Roy Middleton, advertising department of D-X Sunray Oil Co., Tulsa; and Gene Dennis, radio-tv director of Potts-Woodbury. More than 50 farm directors, station and agency executives at the clinic discussed the D-X Farm Information Center campaign which will feature broadcasts three times weekly from different parts of the country.

York, agency for Texaco, the company which buys spot radio in waves (four weeks at a time), had been emphasizing its period placement in this order of priority: weekends, early evening and morning. Texaco has now revised this ranking, and has inserted nighttime after early evening while easing up on morning periods.

What generated Texaco's switch to late evening radio? C&W explains:

- Availabilities are there. Texaco thought it would take advantage of nighttime radio's open door policy.
- Review of available research material convinced C&W only two weeks ago that it ought to try nighttime spot radio.
- Summer drivers don't stick to mornings. To Texaco, radio means automobile sets and nighttime traffic (and listening) is heavy during the summer.

C&W characterizes its new buying habit as a "rearrangement." It affects 80-90 radio markets in which the gasoline firm uses spot (one-minute and 20-second commercials).

Durstine Appoints MacKay

CLEMENT W. MACKAY has been appointed executive vice president of Roy S. Durstine Inc., New York. He joined the agency in 1954 as vice president in charge of marketing and research and previously was senior associate of Stewart Dougall & Assoc., management consultants. Before that he was vice president of Kenyon & Eckhardt and president of Kenyon Research Corp. In his new capacity, Mr. MacKay will continue supervision of marketing and research activities for the agency's clients and will contribute to administration.

Keener to President of Goodrich

J. W. KEENER, currently executive vice president of the B. F. Goodrich Co., has been elected president, director and member of the executive committee, effective August 1, according to an announcement last week by John L. Collyer, chairman and chief executive officer of Goodrich. Mr. Keener succeeds William S. Richardson who will continue as a director of the company.

Mr. Collyer also announced that Reuben B. Robertson Jr., president of The Champion Paper and Fibre Co., Hamilton, Ohio, who resigned on April 26 as U. S. deputy secretary of defense, was elected a member of the Goodrich board. Mr. Robertson, first named to the board in December, 1953, resigned in July 1955, prior to his appointment as deputy secretary of defense.

Sugar Jet's spaceman floats over the moon . . .

. . . and walks up walls in a spaceship.

PREVIEW: Sugar Jets soars ahead with 'space' treatment

GENERAL Mills Inc., Minneapolis, is utilizing an unusual advertising approach in a campaign to promote its Sugar Jets cereal on ABC-TV's *Mickey Mouse Club,* starting July 1. It will devote more than half of its commercial time on the program to presenting authentic facts on outer space to children, without mention of the product in this sequence.

General Mills, which is sponsoring one 15-minute segment of *Mickey Mouse* per week, will devote as much as 60 seconds of its 90-second commercial time to film sequences dealing with models of rockets, interiors of rockets, space stations, information on what life may be like on other planets, etc. The balance of the commercial time will be tied in with Sugar Jets e.g. since the cereal is made of sugar, oats and wheat, the copy motif will point up that "Sugar Jets, like a three stage rocket, give you three way energy . . ."

The campaign was conceived by General Mills' agency for Sugar Jets, Tatham-Laird, Chicago. The agency also will offer premiums with an outer space motif—miniature rockets, satellites and moon ships. Rocket expert Willy Ley, who is one of the technical advisers on the campaign, is writing four books on various phases of outer space which will be offered as premiums for 50 cents and a Sugar Jets box top.

J. W. Gill, Tatham-Laird account executive, claimed the campaign incorporates an "adult approach to space, eschewing the popular kid show approach.

"The agency," he said, "is operating on the premise that the wonders of the universe are exciting enough to children, without adding cops and robbers in space suits." It was decided to tie in Sugar Jets advertising with childrens' interest in space because "some sort of space idea is suggested nautrally by the name Jets".

Mr. Gill reported that the "unusual and authentic sets" alone cost about $50,000. With this investment, he said, General Mills plans to continue its "space" campaign on *Mickey Mouse* at least through next May. He noted that *Mickey Mouse* was chosen as the best vehicle for the Sugar Jets space commercials because of its popularity among children and because of Walt Disney's interest in presenting what he calls "science-factual" materials to children on his programs.

Credits for the campaign go to Swift-Chaplin Productions, Hollywood, which produced the commercial; Mary Afflick, Tatham-Laird copywriter; technical advisors including Mr. Ley and Dr. Joseph Kaplan, who is in charge of U. S. participation in the current International Geophysical Year; Chesley Bonestell, artist and John Sterning, principal, Glencoe, Ill., Central Elementary School.

Fla. Citrus Allocates $2.5 Million for Tv

THE Florida Citrus Commission will channel more than half of the biggest ad budget in its 22-year history into television it was announced in Lakeland, Fla., last fortnight.

The program, approved after a two-hour presentation by Benton & Bowles, calls for expenditure of $4 million, with an additional $400,000 to be held in reserve for possible use [B•T, June 10]. Of the $4 million, tv will receive $2.5 million compared to $1.7 million out of last year's $3.1 million budget.

Magazines have been allocated $939,700 of the current budget, and newspapers $627,300. Smaller amounts go for radio, outdoor, trade and Canadian advertising. However, radio actually is virtually eliminated from the 1957-58 program, the only expenditures being for the final weeks this summer of an orange juice schedule on Arthur Godfrey's simulcast.

Network television shows will largely replace last season's heavy run of 10-second spots. New emphasis will be given the health and nutrition story for both oranges and grapefruit this coming season, and longer commercials will be needed for this program. Two CBS-TV daytime shows, Garry Moore and the serial *Edge of Night*, will be used to promote orange products, and a 13-week night-time show may be co-sponsored shortly after Christmas. *Today* on NBC-TV will be used again to promote grapefruit. Testimonial advertising, featuring sports stars, will be used extensively on the air and in print, A. W. Hobler, chairman of the board of Benton & Bowles, told the commission.

Also announced in Lakeland was the hiring of Homer Hooks as general manager of the commission. Mr. Hooks, formerly manager of H. P. Hood & Sons Co. (citrus concentrate), Dunedin, Fla., was hired at $25,000 a year, $10,000 more than his predecessor. He succeeds Robert V. Evans, who becomes director of administration at his present $15,000 salary.

Key Scales, head of the G & S Packing Co., Weirsdale, Fla., and newly-elected chairman of the state commission, named three new committee chairmen: J. R. Graves, advertising and merchandising; Bruce Skinner, budget, and Tom Swann, research.

Ekco to Enter Network Radio With Four ABN Daytime Shows

EKCO Products Co., Chicago, making its first use of network radio, has signed to sponsor segments of four American Broadcasting Network morning programs. The Ekco contract, plus four renewals for American programs in the past week, exceed $725,000 in net billings.

Ekco will sponsor two segments of Don McNeill's *Breakfast Club* and one each of *My True Story, When a Girl Marries* and *Whispering Streets* starting Sept. 30. Agency for Ekco is Dancer - Fitzgerald - Sample, Chicago.

The four renewals announced include (1) R. J. Reynolds Tobacco Co., Winston-Salem, N. C., weekday and weekend newscasts. Reynolds sponsors newscasts Monday through Friday, 6:30-6:35 p.m. EDT, with Midas Inc.; 7:55-8 p.m. with Charles E. Hires Co., and individually 8:55-9 p.m. and 9:55-10 p.m. Also, it co-sponsors 18 weekend newscasts with Norwich Pharmacal Co. William Esty Co. placed the account. (2) Radio Bible Class of Grand Rapids for *Radio Bible Class*, Sunday, 8-8:30 a.m. The 52-week renewal beginning June 30, was placed by J. M. Camp & Co., Wheaton, Ill. (3) Ac'cent division of International Minerals & Chemical Corp., one segment weekly of Don McNeill's *Breakfast Club* effective July 3. BBDO, Chicago, placed the account. (4) Bridgeport Brass Co., four segments weekly of *When a Girl Marries*, starting July 2. Hazard Adv. Co., New York is agency. *Breakfast Club* is presented Monday through Friday, 9-10 a.m., followed by *My True Story*, 10-10:30 a.m.; *When a Girl Marries*, 10:30-10:45 a.m., and *Whispering Streets*, 10:45-11 a.m.

Pulse Rating Concept Shown in L.A., Chicago

"THE SIGNIFICANCE of the single yardstick for both broadcast and print media is not that newspapers have not done a good job for their advertisers, but that they have done it with small ratings," Dr. Sydney Roslow, director, The Pulse Inc., said Tuesday in Los Angeles. "The broadcast media can also do a good job with small ratings and at a much lower cost," he added.

The single yardstick concept first presented by Dr. Roslow in New York [B•T, May 27] was explained to advertiser-agency-broadcaster audiences in San Francisco last Monday; Los Angeles, where about 150 defied a heat wave to overflow the meeting room at the Hotel Ambassador on Tuesday, and in Chicago on Wednesday for approximately 70 agency representatives.

Print media men have had a pretty poor opinion of radio-tv ratings in the past, Dr. Roslow told a news conference following the morning meeting in Los Angeles. These broadcast media ratings seemed pretty small in comparison to the print media ratings, and for the simple reason that the print ratings are based on readers of the publications being studied, whereas radio-tv ratings are based on the public at large.

Meeting this criticism when he first presented his all-media yardstick in New York, Dr. Roslow converted his Baltimore newspaper ad ratings from an all-homes base to a reader homes base, producing figures just double those of the all-homes base (as the newspaper has a 50% circulation), with the result that new figures were the kind the newspaper media men are used to seeing, he said.

Dr. Roslow also converted ratings for newspaper ads in Denver from an all-homes base to a reader homes base, with similar results. He also compared the Denver reader homes ratings to ratings made by Advertising Research Foundation in a newspaper readership study made in Denver in 1948, producing a reasonably close match of ratings for the same stores' newspaper ads then and now.

Dr. Roslow said that Pulse plans to make at least one print-and-broadcast media study a year in more than 25 major markets, possibly adding economic and sociological information about the people reached by the print and the broadcast media. The cost of these studies will be underwritten pretty largely by the broadcasters of each community, he commented, with perhaps some participation by advertisers and advertising agencies, but none to be expected from the newspapers.

RADIO LISTENERS in Southern Calif. and Arizona now hear the jingle for Laura Scudder potato chips 400 times a week over 14 stations. Dickie Bellis and Kathy Garver, who sing the Scudder song, joke with (l to r) Bill Bates, musical director, Ralph Pansek, advertising manager for Scudder Food Products Inc., and Lee Siteman, account executive for Mottl & Siteman Advertising, Los Angeles.

Max Factor Buys Nine Hours Of KTTV (TV) Beauty Coverage

MAX FACTOR & Co. has bought nine hours of time on KTTV (TV) Los Angeles for exclusive sponsorship of full tv coverage of the sixth annual Miss Universe Beauty Pageant, to be held July 11-19 at Long Beach, Calif. Telecasts will include the arrival of the contestants at Long Beach Municipal Airport July 11, introduction of all contestants at opening ceremonies July 13, International Beauty Parade July 14: semi-finals for contestants July 16, crowning of Miss USA July 17, Miss Universe semi-finals July 18 and the final crowning of Miss Universe July 19.

Some 3,000 retail outlets for Max Factor products are tied into the campaign through a "Max Factor Guess Miss Universe" contest, with more than 150 prizes offered for naming Miss Universe and her four runners-up correctly on blanks obtainable through the stores. The Miss Universe Beauty Pageant is co-sponsored by Max Factor and Catalina swimsuits.

Charles Antell Gets New Shows

NEGOTIATIONS have been concluded between Paul Venze Assoc and Screencraft Pictures Inc. giving Charles Antell exclusive rights on *Judge Roy Bean*, half-hour syndicated western series in color, the agency said last week. Venze also reported the acquisition of a Mickey Rooney series, which will be offered to tv stations on a package plan with the *Bean* show, details of which have not been formulated.

FIELD DAY FOR ARMCHAIR CRITICS

Telestudios uses home viewers to pre-test ads, shows

WHO SAYS ordinary tv viewers aren't good critics of video commercials and programs?

Certainly not George K. Gould, a former CBS-TV producer-director, whose 11-month-old Telestudios Inc., New York, has spent the past few months proving a pet theory of his: that the average viewer often is a better judge of tv fare than the most case-hardened agency or network executive. Mr. Gould does it by exposing the viewer—at home via closed-circuit tv—to commercials and programs shot "in the rough," asking for the viewer's opinions, and then submitting these opinions to the agencies for action.

He already has some 2,500 families serving on the closed-circuit "panel." This week, his firm hopes to complete negotiations with a group of New York real estate owners and renting agents which would provide Telestudios with a built-in home audience of 6,000 New Yorkers scattered throughout three boroughs in various apartments and projects.

Telestudios, located in Times Square, claims to be the tv industry's first wholly-independent studio designed to (1) produce pilot commercials, costing anywhere from $500-$1,000 (as against the $5,000-plus cost for an air-quality commercial); (2) pre-test these commercials before a consumer panel via closed-circuit tv; (3) research and interpret these findings. Telestudios believes it can save the advertiser and his agency thousands of dollars that otherwise would be wasted through actual on-air exposure and eventual failure.

A complete unit, Telestudios resembles a network's physical plant. There are studios for audiences and for producing films, kinescope labs, viewing rooms, complete lighting facilities, makeup and dressing rooms, a programming department and a research section. In addition to testing shows and commercials, Telestudios also researches pilot films, e.g., it sought—and got—the audience reaction to the initial episode in the ill-fated NBC-TV *Stanley* series, and it shoots low-cost experimental commercials that after being researched are turned over to production firms for completion.

For example, several weeks ago, a major advertising agency asked Telestudios to develop visually the means whereby the agency and its client, an appliance manufacturer, could "sell" the steam in steam irons. The problem: Steam just doesn't register as steam on camera. It took the Telestudios' production staff just 24 hours to come up with a solution: Arrange lights in such a way as to show not only the steam, but also the steam as it works its way through the fabric.

But what Telestudios considers its biggest contribution so far to the furthering of commercial tv is its system of translating viewing attitudes into concrete, readable terms. By telling the agency why a viewer feels the way he does about a commercial that hasn't received full exposure, Telestudios is able not only to cut production costs but in some instances save the advertiser potential embarrassment.

"No research is better than its panel," according to Mr. Gould. He feels that it is nearly impossible to get a true audience reaction by having a panel sit in a "laboratory" simulated to represent a living room; nor is one likely to attract a true cross-section by inviting people into a specially-constructed viewing theatre to sit in judgment. In either case, the subject is made to feel like a specimen, "a guinea pig." At home, Mr. Gould maintains, the viewer sees a commercial in *his* living room, on *his* tv set along with *his* family. "This is the way he'd see it on commercial tv," Mr. Gould says. "Why not apply the same conditions to testing?"

This is how Telestudios arranges for a pre-view test run. The manufacturer of brand X wants to gauge consumer reaction to a new commercial. His agency will ask Telestudios either to produce a live commercial or shoot a low-cost pilot kine. Telestudios, in turn, will contact its sample audience in a Manhattan apartment development by mail some 10 days in advance of the projected screening. Every family in this development (which has a master antenna system) is asked to participate.

"In our invitation to them," Mr. Gould says, "we stress the prestige factor of belonging to an exclusive preview audience." They usually accept on that basis, he notes. As it works now, each invitation includes a postage-free return card. Each is basically a chance card, with a certain few winning such prizes as bicycles, cameras and other equipment. Telestudios' research organization, Blankenship-Gruneau Research Assn., goes through the return cards and extracts the names of those families who make up a representative cross-section of the tv audience.

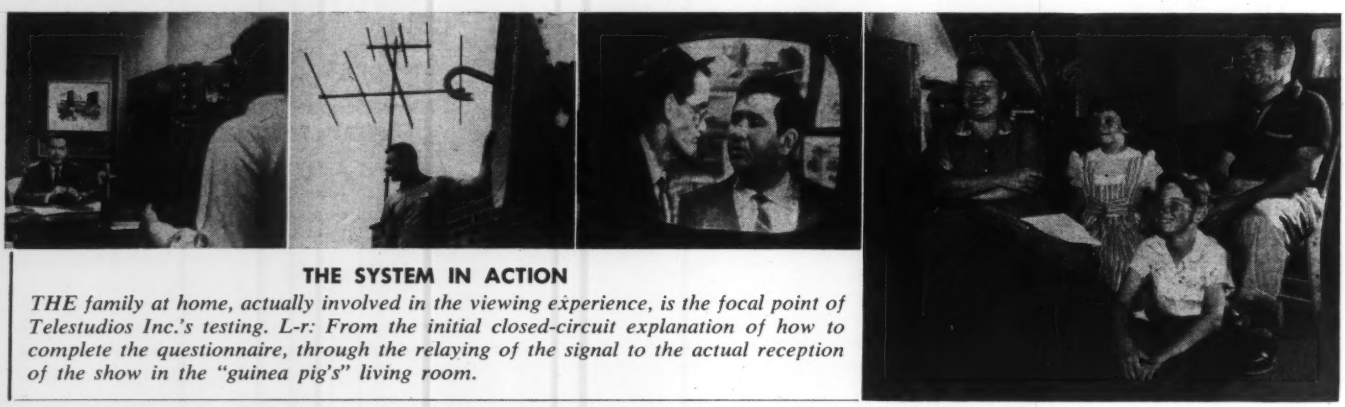
The night of the screening (Telestudios only feeds the test runs during "normal" viewing hours, i.e. 7:30-8:30 p.m.), the signal is transmitted from Times Square to the Empire State Building, which serves as the transmitting site for the seven New York stations. From there, the microwave is beamed to the housing development, where special dish-antennas convert the microwave into a channel signal. The channel is No. 6—unused in the metropolitan area. As the panel audience watches the commercial or program, it is asked to set down its collective and/or individual views on a questionnaire. Later, the questionnaires are sent to Blankenship-Gruneau for analysis. The complete report is then submitted to the agency for further study.

The report will indicate whether the commercial ought to be used as is, whether it should be scrapped or whether it needs additional work. Total cost to the advertiser for filming, production and testing: approximately $2,000 or an estimated 60% less than the cost of a commercial that is written by the agency, tested by the agency, produced by an outside film firm, and immediately used on the air.

"We are not concerned with motivational research," says Mr. Gould. "But we are concerned with what the viewer really thinks of the commercials—just whether he likes it, whether he doesn't like it, and why this is so."

Alfred Blankenship of the research firm feels that the Telestudios' system "comes far closer to measurement under natural viewing conditions than any other method now in use." He says, "The size of the sample, while small, is entirely adequate for the purpose and compares with the number of people questioned on existing systems of program and commercial research."

He admits that the panel "obviously" is not a cross-section of the U.S. "It is a New York panel. But this is a sound, logical starting point." As to whether the panel might become "conditioned" and therefore no longer representative, Mr. Blankenship



THE SYSTEM IN ACTION

THE family at home, actually involved in the viewing experience, is the focal point of Telestudios Inc.'s testing. L-r: From the initial closed-circuit explanation of how to complete the questionnaire, through the relaying of the signal to the actual reception of the show in the "guinea pig's" living room.

Get more than 45%

(of Iowa's Drug Sales Potential)

WHO gives you Iowa's Metropolitan Areas (45% of Drug Sales) . . . PLUS THE REMAINDER OF IOWA

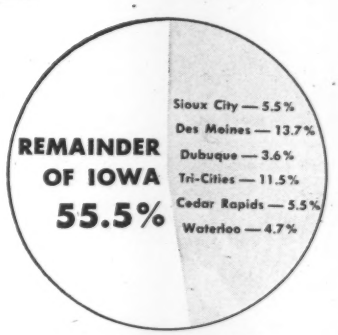
Iowa has six Metropolitan Areas, which, all combined, account for 44.5% of the State's total Drug Sales. The remainder of Iowa does 55.5%!

Quite a number of radio stations can give you high ratings in ONE Metropolitan Area. WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically the REMAINDER of Iowa, too!

FREE MERCHANDISING!

WHO Radio maintains one of the nation's most comprehensive and *successful* FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available.) Ask us—or PGW—for all the facts!

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport



IOWA DRUG SALES
1956 Consumer Markets Figures

WHO
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

There are only so many hours in the day ...Here's how to make those hours pay!

If you're a TV station owner or operator —your basic commodity is TIME! And since nobody, but nobody, has ever come up with a plan to expand the twenty-four hours in a day, there's a very circumscribed limit to the amount of time you can sell!

You can increase the number of viewers, however, who watch your particular channel at any given hour. And forgive us for being obvious—but by so doing, you must automatically increase the value of your air-time!

That's where M-G-M features become a very important consideration. Literally dozens of stations have found that the higher ratings achieved by the programming of M-G-M features have justified important rate-card increases.

Therefore, we wonder if you have looked over your rate-card lately? And have you thought about what these fabulous M-G-M features can do towards boosting your rates upwards? We would be happy to have you contact us for the full M-G-M story.

MGM-TV

A SERVICE OF LOEW'S INC.

RICHARD A. HARPER, General Sales Manager
701 7th Avenue, New York 36, JUdson 2-2000

A MOST CURIOUS QUESTIONER

UNLIKE Dr. Ernest Dichter's post-viewing period questions for "motivating response patterns" [B•T, March 25], those asked by Blankenship-Gruneau for Telestudios Inc. are concerned with the viewer's immediate reaction rather than with his psychological reasoning powers. Questions include:

(1) You have just seen a commercial which describes [product]. Would you think for a moment and then tell me everything you can remember about this commercial?

(2) Would you please describe the product in your own words?

(3) How do you feel about the commercial you saw? What did you especially like about it? Dislike about it?

(4) What type of person do you think this commercial would be most likely to appeal to? What type would it least appeal to?

(5) Do you think you would like to try product described in the commercial? (If yes, what is there about the product and/or the commercial that makes you feel you would like to try it? If no, why do you feel you wouldn't like to try it? If don't know, why do you say you don't know?)

(6) Could you tell me in your own words what the phrase "....." (main theme of commercial) means to you?

(7) Do you own (product); have you even owned a (type of product); if yes, what brand(s) do you own? Why that brand? If you were going to buy a new one, what brand(s) would you buy? Why would you buy that kind? (If no to the above, why have you never owned (type of product); under what circumstances would you buy one. What brand? Why do you say that?

The questionnaire also asks for complete personal data, including name, age, occupation, sex, spouse's occupation, income group, etc., and invites any other "helpful" information.

said, "Our system involves the use of a particular family only once every six to eight weeks and we do not plan to use a family in the panel indefinitely." Mr. Gould would prefer to broaden the gap to not using a family more than once in three months. To date, there are 2,500 "guinea pig" families. By fall, there will be 4,500.

Mr. Gould recalls the time, just before this past season got under way, when NBC-TV asked Telestudios to "screen" its then-new Buddy Hackett *Stanley* series (see pictures). When the final tabulation was made, the answer was: "We like the comedian, but not the story." Nonetheless, Max Liebman, NBC, American Tobacco Co., Toni, and the two agencies concerned felt strongly enough about *Stanley* to put it on, Mr. Gould said. The ratings, it seemed, vindicated the panel. *Stanley* was dropped in favor of *Wells Fargo* earlier this year.

Telestudios' present clients include some of the major agencies and a number of "blue-chip" advertising accounts. Mr. Gould also is talking to one of the three major networks about a long-term contract whereby the network would test its future programs via Telestudios.

Standard Oil Buys Football Time, Reported Set for More in Fall

STANDARD OIL Co. (of Indiana) has bought the midwest sponsorship of half of the pro-college all star football game on ABC-TV in Chicago Aug. 9 and is set for other football buys this fall.

Standard will pick up the second and third quarters on network outlets in 14 states; while Pabst Brewing Co. has been signed for national sponsorship of the first and fourth stanzas. ABC-TV still was negotiating for regional clients for the second and third quarters in the East, South and Southwest. Western coverage will be offered for co-op sale. Agencies are D'Arcy Adv. Co. for Standard, and Norman, Craig & Kummel for Pabst.

Also set by Standard for fall, though not officially announced yet, is one-third sponsorship of Chicago Bears-Cardinals games on more than 30 midwestern stations, one-third of the Green Bay Packers contests on 12 outlets, (both CBS-TV regional network setups) and radio coverage of all games of the Bears on WGN Chicago, rounding out its pro football buys. Fifteen telecasts are included in each of the regional purchases.

It was deemed unlikely that the college all-star game with the New York Giants at Soldier's Field would be carried on radio, and certainly not as an ABC radio-tv simulcast. Meanwhile, Amoco Oil and Pan American have withdrawn from sponsor bidding in the eastern and southern zones.

Bulova May Stress Seasonal Buys

BULOVA WATCH Co., New York, with an eye on the buying season for watches during the gift-giving seasons (Christmas and before Father's and Mother's Day and June graduation) is considering 13 participations in *Crisis* on NBC-TV. Seven shows would be sponsored during 1957 before Christmas and six others in the spring prior to graduation. If the deal did go through, NBC-TV would have to find another advertiser to pick up the in-between periods on the program. McCann-Erickson, New York, is agency for Bulova.

Radio-Tv to Back Rexall Sales

1957 ADVERTISING plans of Rexall Drug Co., Los Angeles, call for a nationwide tv and radio promotion for the semiannual one-cent sales conducted through the thousands of drug stores distributing Rexall products in every county in the U. S., according to BBDO, Los Angeles, Rexall agency. Plans are not definite as yet, but probability is that the May and October one-cent sales will be heralded with one-hour musical spectaculars simulcast on both television and radio. Newspaper Sunday supplements and farm magazines will also be used in the new campaign.

'Lux Theatre' Future At Speculation Point

WILL *Lux Video Theatre*, a 6½-year network tv veteran, become another washout in the increasing number of casualties among oldtimer tv shows?

J. Walter Thompson Co., New York, Lever Bros.' agency, doesn't think so. Neither does NBC-TV which has had the program since Aug. 26, 1954. (Before that, it was on CBS-TV, Oct. 2, 1950, to June 24, 1954. It has been telecast weekly in color on NBC since Sept. 20, 1956.)

Yet the future of the drama series next season in its Thursday, 10-11 p.m. period is very much in doubt—symptomatic to an extent of what has been happening to many a major network tv advertiser.

Lever Bros. told NBC-TV it wants to cut back on the program's cost next fall. Publishers Information Bureau data shows Lever in 1956 spent $4,483,911 in time costs (at gross rates) for the 52-week drama series and $1,737,370 gross in January-April this year. In production cost, the show runs approximately $40,000 per telecast. Lever would like to reduce its investment by continuing sponsorship on an every-other-week basis. As yet, however, NBC-TV has not found an alternate-week sponsor.

Reason for NBC-TV's difficulty in selling an alternate week to another sponsor has been Lever Bros.' long identity with the *Lux* series. Lever, nevertheless, believes the situation will be resolved before the next season by an advertiser's picking up half of the 52-week tab.

The network, on the other hand, has been suggesting that perhaps Lever might cancel the series and retain the first half of the time period (10-10:30 p.m.) for a new half-hour program. Lever, while acknowledging that it wants to keep the time period, has not taken to NBC's recommendation.

If or when another sponsor is found, Lever probably would retain the current program title with the alternating show taking on both a different identity and title.

25 Agencies After Orr Clients

MORE than 25 advertising agencies have made overtures toward clients of Robert Orr & Assoc., New York, since Orr lost its major account, Andrew Jergens Co., fortnight ago [B•T, June 10]. Another account, Air Express Division of the Railway Express Agency, has left Orr to join Burke Dowling Adams, New York, effective immediately. Latter account bills $500,000 and had been with Orr since 1951. Among Orr accounts are Burlington Mills, Fuller Brush Co., and Pan American Coffee Bureau. Meanwhile Jergens has not named a new agency.

TRENDEX

Tv Report for June 1-7, 1957

TOP 10 NETWORK SHOWS

Program	Rating
1. *I Love Lucy*	27.4
2. *Chevy Show*	27.3
3. *What's My Line*	25.3
4. *$64,000 Challenge*	22.9
5. *Person To Person*	22.8
6. *Playhouse 90*	22.5
7. *Your Hit Parade*	22.0
8. *This Is Your Life*	21.9
9. *Twenty One*	21.9
10. *Steve Allen*	21.6
11. *$64,000 Question*	21.6

NIELSEN TV

Tv Report for Two Weeks Ending May 25, 1957

TOTAL AUDIENCE (HOMES-000) (†)

Rank	Rating
1. *I Love Lucy*	15,193
2. *Ed Sullivan Show*	15,153
3. *Perry Como Show*	14,105
4. *December Bride*	14,024
5. *Gunsmoke*	13,944
6. *$64,000 Question*	12,574
7. *G. E. Theatre*	12,372
8. *Playhouse 90*	12,211
9. *Jack Benny Show*	12,211
10. *Alfred Hitchcock Presents*	12,171

AVERAGE AUDIENCE (HOMES-000) (‡)

1. *I Love Lucy*	14,105
2. *Gunsmoke*	13,259
3. *December Bride*	12,977
4. *$64,000 Question*	11,526
5. *Ed Sullivan Show*	11,365
6. *Alfred Hitchcock Presents*	11,123
7. *G. E. Theatre*	10,921
8. *I've Got a Secret*	10,921
9. *Jack Benny Show*	10,881
10. *Perry Como Show*	10,760

TOTAL AUDIENCE (%)*

1. *I Love Lucy*	38.7
2. *Ed Sullivan Show*	38.6
3. *Gunsmoke*	36.2
4. *Perry Como Show*	36.1
5. *December Bride*	35.8
6. *$64,000 Question*	32.0
7. *Alfred Hitchcock Presents*	31.9
8. *Playhouse 90*	31.8
9. *G. E. Theatre*	31.7
10. *Red Skelton Show*	31.2

AVERAGE AUDIENCE (%)*

Rank	Rating
1. *I Love Lucy*	35.9
2. *Gunsmoke*	34.4
3. *December Bride*	33.1
4. *$64,000 Question*	29.4
5. *Alfred Hitchcock Presents*	29.1
6. *Ed Sullivan Show*	29.0
7. *G. E. Theatre*	28.0
8. *I've Got a Secret*	27.9
9. *Red Skelton Show*	27.9
10. *Jack Benny Show*	27.7

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on Tv homes within reach of station facilities used by each program.

Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.
Jack Benny Show (CBS-179): American Tobacco Corp. (BBDO), Sun. 7:30-8 p.m.
Chevy Show (NBC-151): Chevrolet (C-E), Sun. 9-10 p.m.
Perry Como (NBC-137): participating sponsors, Sat. 8-9 p.m.
December Bride (CBS-185): General Foods (B&B), Mon. 9:30-10 p.m.
G. E. Theatre (CBS-152): General Electric (BBDO), Sun. 9-9:30 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Alfred Hitchcock Presents (CBS-138): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I Love Lucy (CBS-162): General Foods Corp. (Y&R) alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.
I've Got A Secret (CBS-190): R. J. Reynolds Tobacco Co. (Esty), Wed. 9:30-10 p.m.
Person to Person (CBS-various): East: Amoco (179) (Jos. Katz Co.); Midwest: Hamm Brewing (32) (Campbell-Mithun) alternating with Time Inc. (Y&R) (99), Fri. 10:30-11 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Burnett), Thurs. 9:30-11 p.m.
$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.
$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.
Red Skelton (CBS-109): Pet Milk (Gardner), S. C. Johnson & Son (F, C&B) alternates, Tues. 9:30-10 p.m.
Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
This Is Your Life (NBC-142): Procter & Gamble (B&B), Wed. 10-10:30 p.m.
Twenty-One (NBC-144): Pharmaceuticals Inc. (Ed Kletter), Mon. 9-9:30 p.m.
What's My Line? (CBS-104): Helene Curtis (Earle Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.
Your Hit Parade (NBC-176): American Tobacco (BBDO), Warner-Lambert (K&E), Sat. 10:30-11 p.m.

NIELSEN

Radio Report for May 1-11, 1957

Top Radio Network Shows
Total In-Home Audience*

Program	Homes (000)
Evening, once-a-week (average)	(433)
1. *Jack Benny*	1,204
2. *Our Miss Brooks*	1,107
3. *Cavalcade of Sports*	867
4. *Counter-spy*	722
5. *True Detective Mysteries*	722
6. *Telephone Hour*	674
7. *Mitch Miller* (8:25 p.m.)	626
8. *Mitch Miller* (8:10 p.m.)	626
9. *Monitor Sports*	626
10. *Monitor*	626
Evening, multi-weekly (average)	(626)
1. *News of the World*	1,252
2. *Lowell Thomas*	1,156
3. *One Man's Family*	1,107
Weekday (average)	(963)
1. *Young Dr. Malone* (1st half)	1,830
2. *Young Dr. Malone* (2nd half)	1,733
3. *Ma Perkins* (2nd half)	1,685
4. *Helen Trent* (1st half)	1,637
5. *Our Gal Sunday*	1,637
6. *Ma Perkins* (1st half)	1,637
7. *Backstage Wife* (2nd half)	1,637
8. *A. Godfrey*	1,589
9. *Helen Trent* (2nd half)	1,589
10. *Second Mrs. Burton*	1,589
Day, Sunday (average)	(385)
1. *Woolworth Hour*	1,445
2. *Robert Trout-News*	963
3. *Johnny Dollar*	867
Day, Saturday (average)	(578)
1. *Sports*	1,059
2. *Allan Jackson-News*	1,059
3. *You Bet Your Life*	1,059

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

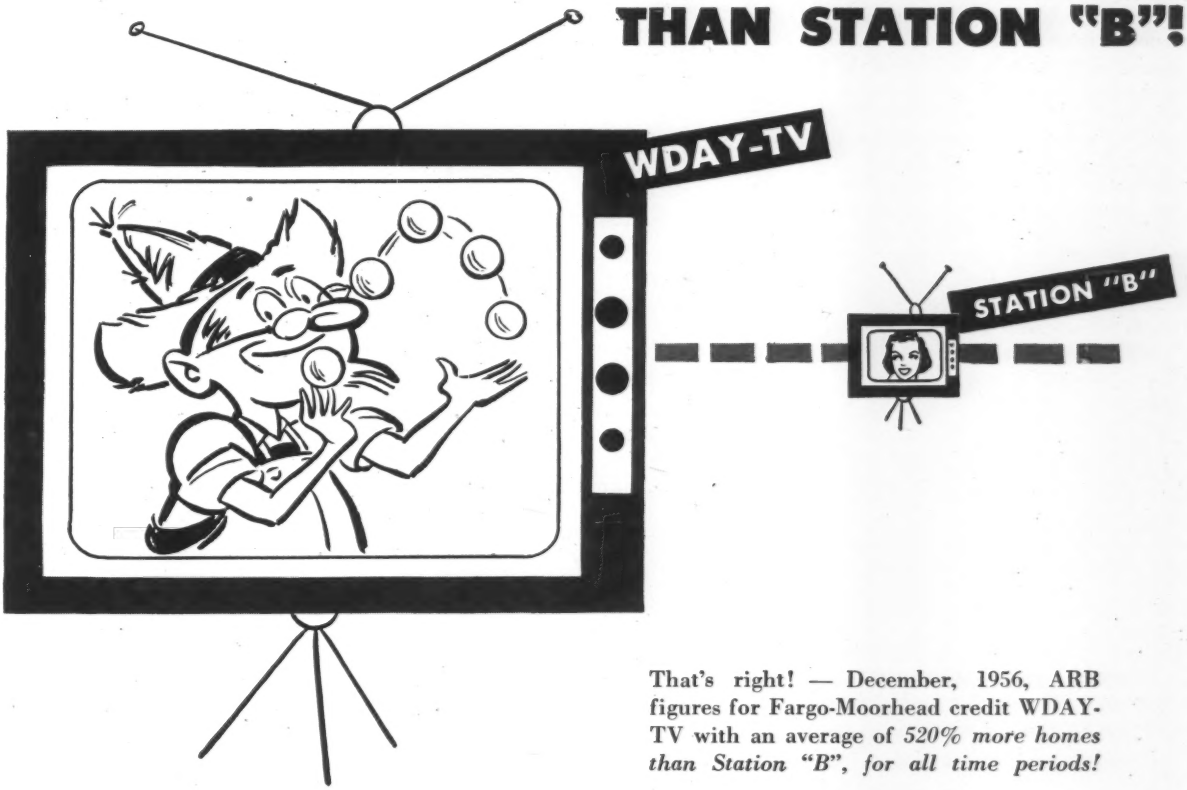
NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957, total United States radio homes.

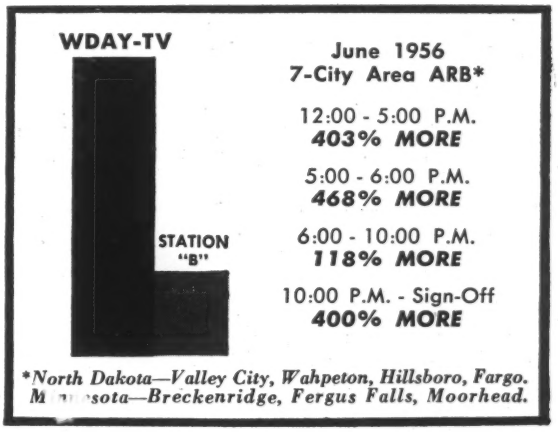
Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Backstage Wife (CBS-195): Colgate (Ted Bates), Mon.-Fri. 12:15-12:30 p.m.
Jack Benny (CBS-200) sustaining 7½ minute segment by Cowles (M-E), Sun. 7-7:30 p.m.
Cavalcade of Sports (NBC-186): Gillette (Maxon), 10 p.m.—conclusion.
Counter-Spy (MBS - 496): participating sponsors, Fri. 8-8:25 p.m.
Arthur Godfrey (CBS-197): Scott (JWT) and other participating sponsors, Mon.-Fri. 10-11:30 a.m.
Helen Trent (CBS-193): Lever Bros (K&E), Scott (JWT) and other participating sponsors, Mon.-Fri. 12:30-12:45 p.m.
Allan Jackson (CBS-178): General Motors (C-E), Sat. 1 p.m.
Johnny Dollar (CBS-201): P. Lorillard (Y&R), Sun. 5:30 p.m.
Ma Perkins (CBS-198): Lever Bros. (K&E), Scott (JWT) and co-op, Mon.-Fri. 1:15-1:30 p.m.
Mitch Miller (CBS-202): participating sponsors, Sun. 8:05-8:45 p.m.
Monitor (NBC-186): participating sponsors, NBC weekend service.
News of the World (NBC-186): Coldene (JWT), Carter Products (Ted Bates), Mon.-Fri. 7:30-7:45 p.m.
One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 7:45-8 p.m.
Our Gal Sunday (CBS-194): participating sponsors, Mon.-Fri. 12:45-1 p.m.
Our Miss Brooks (CBS-190): P. Lorillard (Y&R) and co-op, Sun. 7:30-8 p.m.
Second Mrs. Burton (CBS-197): Colgate (Lennen & Newell) and co-op., Mon.-Fri. 2:15-2:30 p.m.
Saturday Sports (CBS-157): Simonize (Y&R) Sat. 12:55-1 p.m.
Telephone Hour (NBC-186): Bell Telephone (N. W. Ayer), Mon. 9-9:30 p.m.
Lowell Thomas (CBS-199): Delco-General Motors (C-E), Mon.-Fri. 6:45 p.m.
Robert Trout (CBS-193): General Motors (C-E), Sun. 5 p.m.
True Detective Mysteries (MBS-496): participating sponsors, Mon. 8-8:25 p.m.
Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.
You Bet Your Life (NBC-187): DeSoto (BBDO), Sat. 12:30-1 p.m.
Young Dr. Malone (CBS-190): Scott (JWT), Lever Bros. (K&E) and co-op, Mon.-Fri. 1:30-1:45 p.m.

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Stations May Check Ads With Toilet Goods Assn.

"IF you have doubts about any cosmetics or toilet goods advertising offered your station, submit it to our Bureau of Standards and we'll be glad to review it for you," Stephen L. Mayham, executive vice president, Toilet Goods Assn., advised radio and tv station management.

Interviewed in Los Angeles, where he addressed the Los Angeles Advertising Club on Tuesday, Mr. Mayham predicted that the Federal Trade Commission, which is keeping a watchful eye on copy, especially tv commercials, looking for exaggerated claims for advertised products, is almost certain to file more actions against advertisers in the months to come.

"The man-in-the-white-coat complaint is just the beginning," he said, referring to the FTC complaint against American Chicle Co. for its Rolaids tv commercials [B•T, May 20].

Competition among cosmetic advertisers, not only for the right kind of advertising copy to sell their products but also for the right tv time (a scarce commodity with not enough to go around), and for the right tv programming to provide an audience for their commercials (also hard to obtain), plus the high cost of tv advertising, have forced the manufacturers of beauty products and their agencies to do everything possible to see that their advertising actually sells their products, Mr. Mayham said. With conditions like these, a certain amount of exaggeration is inevitable, he commented. And some of it is likely to get beyond the permissible bounds of enthusiastic salesmanship and into the area of misleading promises and false claims.

"There's nothing particularly wrong when the manufacturer of a skin cream that will remove roughness from hands and make them smooth claims that his skin cream does the job better than any other," Mr. Mayham said. "But when he claims that it will remove furrows put into a brow by years of frowning, then he's heading for trouble."

The major networks and the leading women's magazines are already asking the TGA Bureau of Standards to review questionable copy and advise them whether or not to run it, Mr. Mayham said. But he stated that very few individual radio and tv stations have availed themselves of this service. If they ever want such help, they can get it by sending a copy of the questionable commercial to the Bureau at TGA headquarters, 1270 Sixth Ave., New York 20, he said.

The real danger from excessive advertising claims is not FTC action, serious as that might be, Mr. Mayham said. "The real danger," he declared, "is that the American woman might lose her faith in advertising; not just in the ads of the company whose products disappointed her, not just in cosmetic advertising, bad as that would be for our industry. No, when she's misled by one advertiser the danger is that she'll lose her faith in all advertising and if that ever should happen our whole American economy would be threatened."

CREATIVE SPLASH

WHEN the 16-man creative staff of Charles Bowes Advertising Inc., Los Angeles, met for the firm's first annual Creative Clinic at the Sheraton-Town House in that city a swimming pool served as their meeting room and shirtsleeves and swim-trunks replaced business suits as apparel. How did the poolside palaver go over? "We couldn't have asked for more," reports the agency president, Chuck Bowes. "This was our first time out, but I'd recommend the practice to other agencies."

Edsel Signs For Spectacular On CBS-TV Early in Fall

COMPLETION of negotiations for presentation of the first Edsel car spectacular on CBS-TV early this fall was announced Thursday by Foote, Cone & Belding, agency for the Ford Motor Co.'s Edsel Div. account.

Edsel will air its introductory program in the time slot held by *The Ed Sullivan Show* sometime in September or October, according to John B. Simpson, vice president in charge of radio-tv for F C & B, keeping the show in the same sponsor family. Mr. Sullivan is sponsored by Lincoln-Mercury dealers, who handle those Ford Motor Co. products.

While no emcee has been selected as yet, the Edsel show will be produced and staged "entirely separate" from the Sullivan operation, and probably have a variety format with top stars in featured roles, Mr. Simpson adds. Mr. Sullivan reported that Lincoln-Mercury dealers agreed to relinquish the 8-9 p.m. spot so Ford could present its new Edsel "under the most auspicious circumstances and in one of the most popular television time periods available."

No decision has been made yet by Edsel on whether the spectacular will be followed by other one-time programs or a regular series, or on the extent of possible spot radio or tv support. Agreement with CBS-TV materialized after negotiations fell through on simultaneous dual network exposure for the spectacular involving clearances with NBC-TV.

Frozen Food Firm Turns to Tv With $100,000 Spot Budget

LATEST ADVERTISER to go "practically all-out" for television is Silver Skillet Brands Inc., Skokie, Ill., which recently switched from Rutledge & Lilienfeld Inc., Chicago, to Mohr Assoc., New York.

Starting July 1, Silver Skillet, which claims to be the first frozen food manufacturer to have found the way to freeze and sell "ready cooked . . . ready sliced" delicatessen-style corned beef, will introduce that item on WABD (TV) New York. In September it will take corned beef to Chicago and between July and September intends to spend $100,000 in advertising—90% in tv. It hopes to have opened another five markets by the end of the year.

The one-minute spots were filmed by Biograph Studios, New York.

NETWORK BUSINESS

Borden Co., N. Y., and **American Home Products Corp.,** N. Y., have renewed as alternate sponsors of NBC-TV's comedy series *The People's Choice* for the 1957-58 season. Agency: Young & Rubicam, N. Y.

Dr. Ross Pet Foods, Hollywood, announces purchase of quarter-hour commentary, *Dan Smoots Reports* (Sun., 9:15-9:30 p.m.), on full Don Lee Broadcasting System and Arizona affiliated radio stations.

SPOT BUSINESS

Bymart-Tintair Inc., New York, for Tintair hair coloring and Color Rinse launching 52-week tv spot campaign in at least 10 metropolitan markets next month and thereafter. Agency: Product Services Inc., N. Y.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week, June 9-15. This is how they spent their time:*

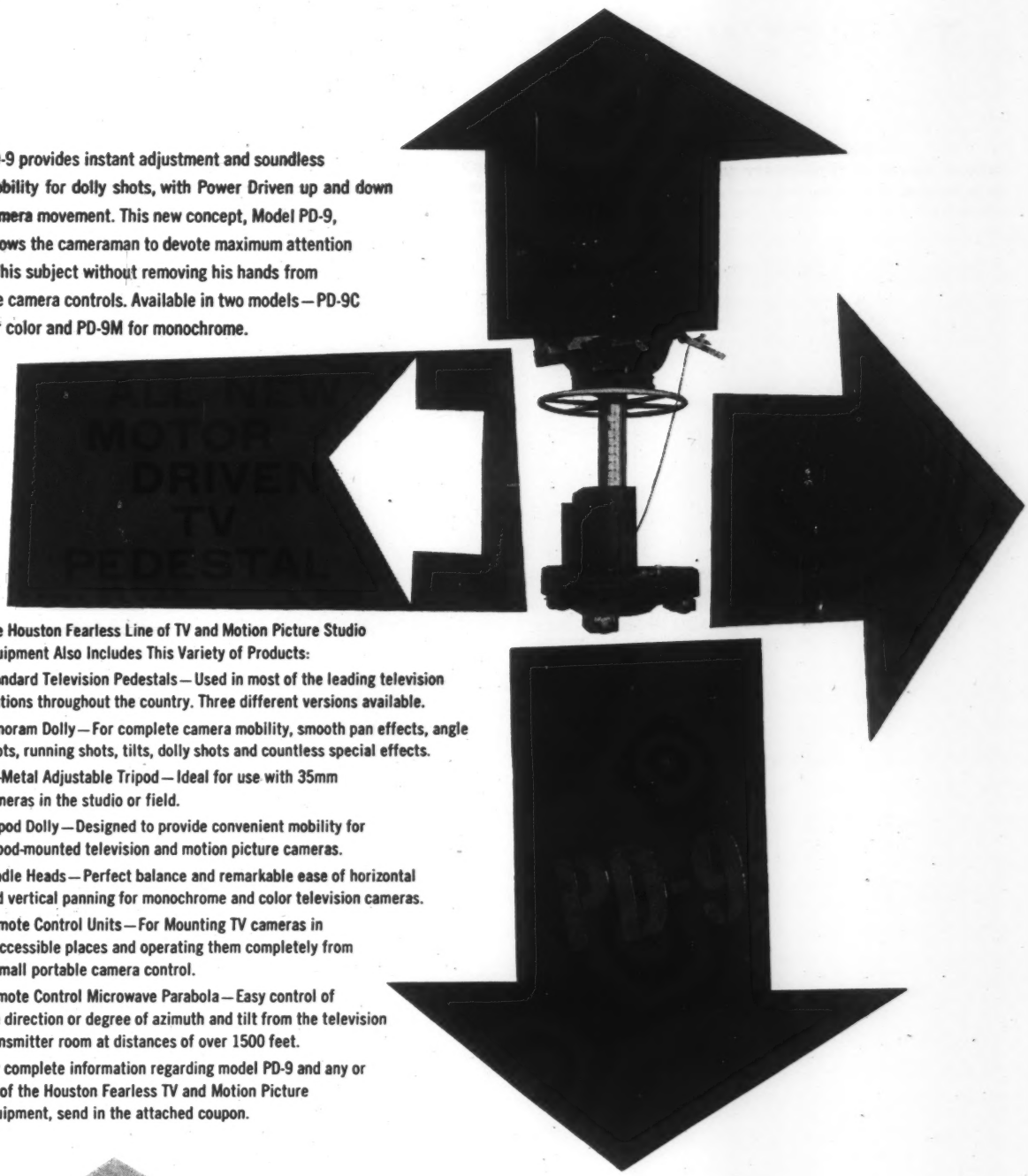
62.4%	(76,638,000) spent	1,564.7	million hours	WATCHING TELEVISION
56.1%	(68,901,000) spent	1,061.1	million hours	LISTENING TO RADIO
80.5%	(98,868,000) spent	380.6	million hours	READING NEWSPAPERS
29.1%	(35,745,000) spent	170.9	million hours	READING MAGAZINES
24.5%	(30,090,000) spent	351.0	million hours	WATCHING MOVIES ON TV†
40.8%	(50,055,000) spent	207.7	million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

† [For the week of June 9-15, figures in the category "Watching Movies on Tv" were up 32.7% over the preceding week. Sindlinger credits this upswing to the heat wave, which kept people up late at night. This is verified by the fact that nearly all of the increase was noted after 11 p.m. on the late shows.]

• All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

PD-9 provides instant adjustment and soundless mobility for dolly shots, with Power Driven up and down camera movement. This new concept, Model PD-9, allows the cameraman to devote maximum attention to his subject without removing his hands from the camera controls. Available in two models—PD-9C for color and PD-9M for monochrome.



The Houston Fearless Line of TV and Motion Picture Studio Equipment Also Includes This Variety of Products:

Standard Television Pedestals—Used in most of the leading television stations throughout the country. Three different versions available.

Panoram Dolly—For complete camera mobility, smooth pan effects, angle shots, running shots, tilts, dolly shots and countless special effects.

All-Metal Adjustable Tripod—Ideal for use with 35mm cameras in the studio or field.

Tripod Dolly—Designed to provide convenient mobility for tripod-mounted television and motion picture cameras.

Cradle Heads—Perfect balance and remarkable ease of horizontal and vertical panning for monochrome and color television cameras.

Remote Control Units—For Mounting TV cameras in inaccessible places and operating them completely from a small portable camera control.

Remote Control Microwave Parabola—Easy control of the direction or degree of azimuth and tilt from the television transmitter room at distances of over 1500 feet.

For complete information regarding model PD-9 and any or all of the Houston Fearless TV and Motion Picture Equipment, send in the attached coupon.

HOUSTON FEARLESS Dept. 00
11801 W. Olympic Blvd. Los Angeles 64, Calif.

Please send me complete information on:

- ☐ PD-9 TV Pedestal
- ☐ Standard Pedestals
- ☐ Panoram Dolly
- ☐ All-Metal Tripod
- ☐ Cradle Heads
- ☐ Remote Control Units
- ☐ Remote Control Microwave Parabola
- ☐ Tripod Dolly

Name _____

Company _____

Position _____

Address _____

City _____ Zone ____ State _____

TV NETWORK BUYS AND BUYERS

THOUGH the top 10 network tv advertisers in April didn't change much in a year's time, according to computations based on Publishers Information Bureau data, the leading network advertisers of respective product groups did.

Early results are hardly conclusive. But PIB reports recently have shown a consistent makeup of the top 10 with radical shifts at a minimum. On the other hand, the April comparison finds interesting changes in smaller product group leaders and in spending habits. (In April, network tv advertisers spent 5.7% more at gross rates than they did that month a year ago.)

In soaps, Procter & Gamble led with more than $3.6 million, a $500,000 margin above its April mark in that product group a year ago. (As the top 10's leader, P&G was $700,000 ahead of its monthly gross outlay of last April.)

In toiletries, a $7.5 million-plus item in April, Gillette was the leader with more than $1 million, replacing the April 1956 leader, Colgate-Palmolive. Nevertheless, both are among the top 10. General Foods led foods last April as it did in April '56. Chrysler did the same in its category, even though it spent slightly less last April. But R. J. Reynolds, a repeat leader in the smoking category, is spending more, as is American Home Products, top advertiser in drugs and remedies.

Changing habits are more pronounced as the smaller product groups are analyzed. Examples: Best Foods (Shinola shoe polish, etc.) replaced Knomark Mfg. in the apparel-footwear category, spending at more than twice the Knomark pace of a year ago in doing so; Hallmark Cards moved into the stationery slot spending more than $50,000 above the mark of Parker Pen, last year's April leader; Time Inc. spent more than three times its April total in 1956 and maintained leadership among the publishers in that category, yet RCA spent less (about $40,000) and still led the radio-tv product group.

TOP TEN ON TV NETWORKS
APRIL 1957

1.	PROCTER & GAMBLE	$4,156,427
2.	COLGATE-PALMOLIVE	1,557,601
3.	GENERAL FOODS	1,450,305
4.	CHRYSLER	1,449,660
5.	AMERICAN HOME PRODS.	1,428,686
6.	GILLETTE	1,068,323
7.	R. J. REYNOLDS TOBACCO	1,038,177
8.	LEVER BROS.	1,025,376
9.	FORD	968,020
10.	GENERAL MOTORS	921,795

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING APRIL '57 AND JANUARY-APRIL '57 AS COMPARED TO 1956

	April '57	Jan.-Apr. '57	April '56	Jan.-Apr. '56
AGRICULTURE & FARMING	$	$	$ 48,803	$ 199,387
APPAREL, FOOTWEAR & ACCESS.	367,350	1,332,975	258,450	1,096,956
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	3,928,909	16,698,146	5,146,753	20,962,368
BEER, WINE & LIQUOR	598,479	2,374,663	552,482	2,223,196
BUILDING MATERIALS, EQUIP. & FIXTURES	645,804	1,726,215	463,554	1,162,374
CONFECTIONERY & SOFT DRINKS	425,901	2,356,423	819,540	3,542,375
CONSUMER SERVICES	250,283	1,515,834	245,829	422,575
DRUGS & REMEDIES	3,557,901	15,522,917	3,029,609	12,417,852
FOOD & FOOD PRODUCTS	8,335,375	34,238,578	7,020,922	29,119,833
GASOLINE, LUBRICANTS & OTHER FUELS	240,126	986,013	344,784	1,490,886
HORTICULTURE	25,487	77,207	44,316	44,316
HOUSEHOLD EQUIPMENT & SUPPLIES	1,771,626	6,861,165	2,657,826	10,171,224
HOUSEHOLD FURNISHINGS	402,084	1,088,837	334,700	1,044,792
INDUSTRIAL MATERIALS	1,020,358	4,824,934	865,398	3,230,258
INSURANCE	617,695	2,207,992	393,090	1,491,461
JEWELRY, OPTICAL GOODS & CAMERAS	442,987	2,504,231	449,996	1,606,145
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	311,548	1,059,340	259,064	1,378,327
POLITICAL			5,295	5,295
PUBLISHING & MEDIA	179,105	996,931	81,375	339,569
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	251,465	1,315,087	676,233	2,861,270
SMOKING MATERIALS	3,810,256	14,512,517	3,419,464	14,420,371
SOAPS, CLEANSERS & POLISHES	5,824,755	22,016,072	5,036,507	19,306,269
SPORTING GOODS & TOYS	118,535	218,805	85,051	189,940
TOILETRIES & TOILET GOODS	7,566,923	31,392,019	6,359,115	25,565,649
TRAVEL, HOTELS & RESORTS	141,128	437,589	42,210	187,530
MISCELLANEOUS	372,833	1,482,621	324,362	1,102,290
TOTALS	41,206,913	167,747,111	38,964,728	115,642,508

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING APRIL 1957

BEST FOODS	$ 116,912
CHRYSLER	1,449,660
JOSEPH SCHLITZ BREWING	219,198
DU PONT DE NEMOURS	112,176
SWEETS CO. OF AMERICA	185,722
AT&T	138,629
AMERICAN HOME PRODS.	1,182,699
GENERAL FOODS	1,450,305
GULF OIL	191,316
STERN'S NURSERIES	25,487
WESTINGHOUSE ELECTRIC	442,425
ARMSTRONG CORK	268,995
REYNOLDS METALS	215,760
JOHN HANCOCK MUTUAL	160,696
EASTMAN KODAK	168,546
HALLMARK CARDS	144,083
TIME INC.	173,352
RCA	182,120
R. J. REYNOLDS TOBACCO	1,038,177
PROCTER & GAMBLE	3,670,786
OUTBOARD MARINE	87,328
GILLETTE	1,068,323
GREYHOUND	141,128
QUAKER OATS	100,810

in Denver

KLZ-TV
station manager, looking over the undisputed leadership of Channel 7 in the latest (May) ARB Denver ratings.

shows in the top 50 than for all three other Denver TV stations combined. (KLZ has 27; Station B, 13; Station C, 10; Station D, 0.)

non-network shows in the top 15 non-network than for all others combined (12 out of 15).

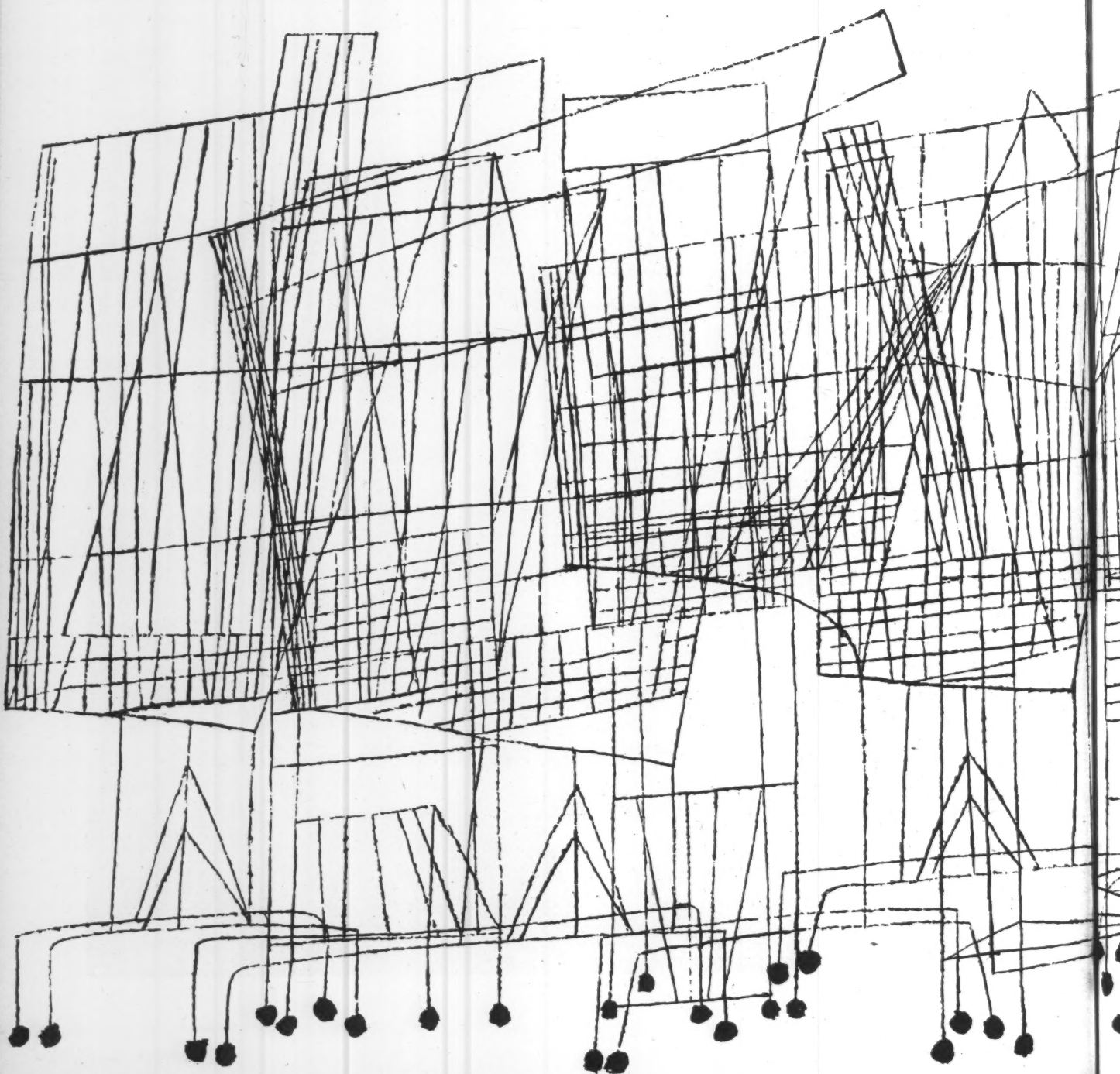
: share of audience sign-on to sign-off, seven days a week, of all Denver TV stations.

* *Highest rated network show in Denver.*
* *Highest rated local TV show in Denver.*
* *Highest rated news — weather — sports shows.*
* *Highest rated local news shows — morning, afternoon and night.*

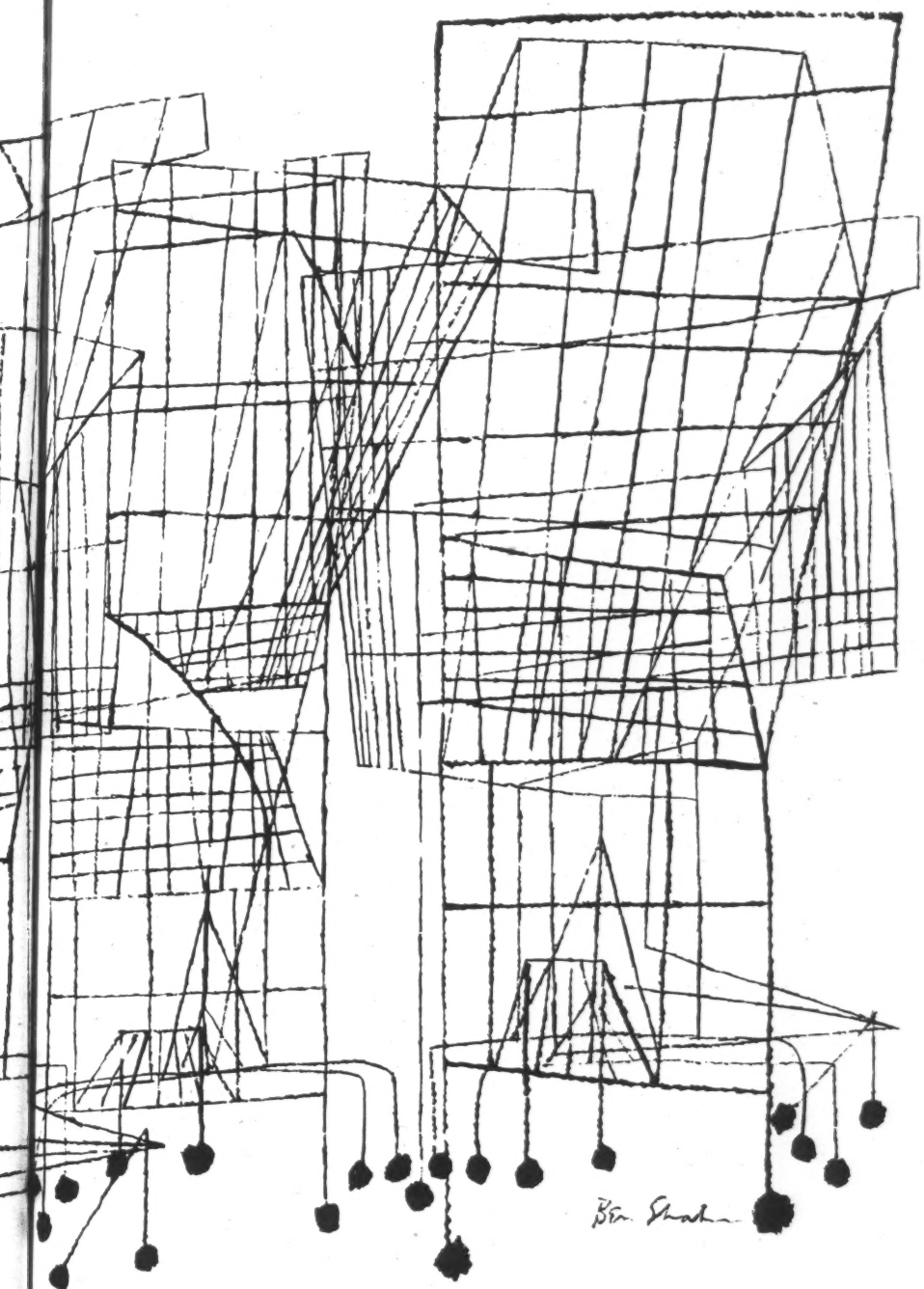
Capitalize on the overwhelming dominance of /. Sell to Denver's largest TV audiences. Call Jack Tipton — or wire your KATZ man — NOW!

CBS in DENVER
Channel 7

Represented by the KATZ Agency



THE BIG PUSH



THIS SUMMER America's consumers will fill their shopping baskets fuller than any summer in their history. And they will fill them with the products they know best—the brands they see on television.

Last summer they spent nearly 10 per cent more than they did the previous winter—7 per cent more for food; 12 per cent more for household appliances; 15 per cent more in department stores and nearly 8 per cent more on installment purchases.

For the television advertiser, each summer becomes more inviting than the last.

Each summer the average family spends more time watching television.

Each day 8,000 new families join the vast television audience, and by July the number of television homes in the country will total 40,300,000 – nearly 3½ million more than last July.

And each summer CBS Television brings to its advertisers bigger audiences than the summer before and larger than any other network.

CBS Television advertisers are better prepared for the big summer sales push than ever – in fact, this summer 14 per cent more of our winter advertisers will be on the air than a year ago.

These are compelling facts for an advertiser who is debating when or where to launch his new advertising campaign.

Clearly the time to start is now; the place...

CBS TELEVISION

AGENCY APPOINTMENTS

Popular Merchandise Co., Passaic, N. J. (Popular Club Plan), appoints Marschalk & Pratt, N. Y.

Beatrice Foods Co., Chicago, appoints Cunningham & Walsh, same city, to handle advertising for entire dairy division.

Midwestern Instruments Inc., Tulsa, announces appointment of Gourfain-Cobb & Assoc., Chicago, as agency for its Magnecord division.

Altec Lansing Corp., Anaheim, Calif., appoints Stromberger, LaVene, McKenzie, L. A.

Alemite Corp., N. Y., appoints Fred Gardner Co., same city.

Trylon Products Co., Chicago, appoints Don Kemper Co., Dayton, Ohio, as agency for two cosmetic products: Bathe 'n' Glow oil and Trylon bubble bath.

Pan American World Airways, N. Y., appoints Kudner Agency for its Clipper Cargo advertising.

Ronson Corp., Newark, N. J., a $2.5 million advertiser in tv appoints Grey Adv., to handle its Ronson Shaver division, while Norman, Craig & Kummel will continue to handle Ronson Lighters.

Speedwriting Secretarial School of New England appoints Charles F. Hutchinson Inc., Boston.

Diaper Service Institute of America, Philadelphia, and **National Institute of Diaper Services,** New York, appoint Gray & Rogers, Philadelphia.

Kirlen Products, Kansas City, appoints Litman-Stevens & Margolin Inc., same city, for Green Dot plant tonic, Green Dot liquid fertilizer and Green Dot Crab Grass killer.

Occidental Life Insurance Co., L. A., appoints Stromberger, Lavene, McKenzie, same city.

Bronson Reel Co. (fishing equipment), Bronson, Mich., appoints MacManus, John & Adams, Bloomfield Hills.

William S. Scull Co., Camden, appoints Tracy-Locke Co., Dallas.

Surf Inc., Nantasket Beach, Mass., appoints Beauvais, Wenning & Zitso Inc., Lexington, Mass.

Glaser, Crandell Co. (Everbest preserves, pickles and Derby sauces), Chicago, appoints Donahue & Coe Inc.

Michigan Racing Assn. appoints Powell Adv. Inc., Detroit.

American Geloso Electronics Inc., N. Y., appoints Burton Browne, same city.

Lutheran Brotherhood (fraternal life insursance society), Minneapolis, appoints Bruce B. Brewer & Co., same city.

PAY TV EMERGES AS STAR TOPIC AT NARTB DIRECTORS' MEETINGS

- **Boards chart survey of pay tv impact on stations**
- **Proposals for radio-tv circulation counts reviewed**
- **Directors hear blistering Celler attack before FCBA**

DIRECTORS of NARTB, representing both radio and tv, dug deep into basic broadcast problems last week, searching for ways to chart the industry's future.

Their three days of meetings took a close look into these questions:

• What will paid tv programming, wired and/or broadcast, do to the living habits of the nation's homes?

• And to the value of tv and radio station properties?

The directors took two steps to meet these problems:

• Ordered before-and-after studies of home habits in Bartlesville, Okla., where wired tv programming is slated to start in August, and

• Called on the membership "to launch an all-out campaign" to inform the public about the possible effects of pay-tv.

The meeting minutes won't reflect some of the most important discussions held during the three days because they took place in hotel rooms, and dining spots where directors matched experiences. They speculated on what's going to happen in the sphere of communications and wondered if they actually have property rights in their own signals.

It was obvious these 40-odd broadcasters were deeply concerned about paid services. They were especially interested in the apparent immunity of wired services to any sort of federal regulation. They spoke of suggestions that wired programming might mushroom into a multi-billion-dollar medium that could start a fierce competitive race for the eyes and ears of America.

It was obvious, too, that many broadcasters are ready to join the wired service movement, should it start gathering momentum.

To meet the demand for new and more definite information on the circulation of tv and radio stations, the separate boards decided to submit a video circulation-audit project to the NARTB regional meetings.

Finally, the NARTB directors took a solemn look at the goings-on in Congress, Dept. of Justice, FCC and federal courts, noting that investigations and pressures are at an all-time peak. Most of them agreed, individually, they had never seen anything like it in the history of broadcasting.

The directors had a sample of what happens around Washington when they heard Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, subject the FCC to what many considered the most brutal whipping within recollection. Broadcasters came in for their share of chastisement when Chairman Celler, head of the antitrust subcommittee that recently called for correction of many industry practices [B•T, June 10], announced he had introduced a bill to bring business services, including broadcasting, under provisions of antitrust laws controlling the sale of commodities.

Scene of the Congressional blast was the Federal Communications Bar Assn. Thursday luncheon. Two FCC members—Comrs. Rosel H. Hyde and John C. Doerfer—sat through the speech and heard Chairman Celler ad lib a warning that he would "tolerate no nonsense" from the Commission. His sharp remarks covered spectrum space, hearing practices, alleged FCC footsie-playing with the industry, network discount practices, monopolizing of broadcast program fare and concentration of network power.

After three days of this, the directors left for their homes Friday afternoon, and NARTB's headquarters staff prepared to carry out a sheaf of directives from the separate and combined boards.

RADIO-TV CIRCULATION PLANS GO BEFORE NARTB BOARDS

BUYERS of television and radio time will have the benefit of audited information on set circulation and tune-in for both media, if NARTB's circulation projects are carried out. Circulation plans were moved along last week by the association's separate Tv and Radio Boards.

The Tv Board decided to submit a video audit plan to the eight NARTB regional meetings this autumn [B•T, June 17]. Industry reaction will be analyzed before the Tv Board decides what to do next. The Radio Board accepted a report covering a proposal to study radio circulation and survey methods. The goal is development of a method that will show timebuyers the "real over-all dimensions of radio."

Both Tv and Radio Boards approved a fact-finding study of the upcoming wired pay-tv project in Bartlesville, Okla. (story, page 50). The joint boards endorsed the Potter resolution (SJ Res-106) calling for a three-man committee investigation of government use of spectrum space (see story, page 62).

The tv circulation project is based on a plan developed by an NARTB circulation subcommittee. Hugh M. Beville, NBC vice president, reviewed the formula, developed after several years of study, as subcommittee chairman. The formula is based on a telephone interview technique that will show average daily and weekly circulation, along with tv set ownership. Both will be shown on a county-by-county basis.

This method, the tv directors were told, "produces acceptable circulation percentages

"but why should I have to sell my representative, too?"

Good question! Yet this station manager—with a well-established TV outlet in a good market—faces a problem confronting more and more television operators today.

Competition for the TV advertising dollar is understandable. It demands hard selling. But competition to get a fair share of your representative's attention.. competition with a host of *other* stations on his list.. simply *doesn't* make sense.

You shouldn't have to sell your representative on performing his job fully. And with *specialized* representation, you don't. There's no routine, no "production line" formula when you're one of the quality stations on Harrington, Righter and Parsons' limited list. Your representation is tailored to your station's distinctive merits by people who specialize only in the television medium. Caliber TV stations like those below don't want to be one of the pack. With us, they never are!

HARRINGTON, RIGHTER & PARSONS, Inc.

television — the only medium we serve

WCDA-B-C *Albany* **WAAM** *Baltimore* **WABT** *Birmingham*
WBEN-TV *Buffalo* **WJRT** *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

on an average day and average week basis for telephone homes in all cases where there is no problem of non-response." At present, it was explained, there is not enough evidence to show the effect of non-response. The problem will be studied further in a pilot study, should the Tv Board endorse the project following the autumn regional meetings. These meetings will be open to both member and non-member broadcast stations.

The full Audit Circulation Committee recommended that NARTB continue to support inclusion of television penetration questions in current population and business surveys planned by the U. S. Census Bureau. Campbell Arnoux, WTAR-TV Norfolk, Va., is chairman of the audit tv group. E. K. Hartenbower, KCMO Kansas City, represented the Radio Research Committee.

Both the Tv Board, which met Wednesday, and the Radio Board, which met Thursday, endorsed a plan to name an eight-man *ad hoc* committee to study the organization of NARTB conventions following the 1958 industry meeting in Los Angeles. The radio directors went a step further by recommending that the committee review the programming and organization details of regional meetings following the 1957 sessions.

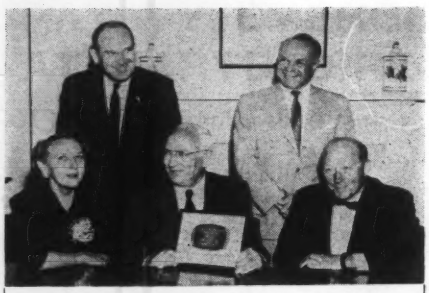
The Tv Board commended a report of the Tv Code Review Board, reviewing monitoring activities (story, page 55). It went over plans for National Television Week, Sept. 8-14.

At the Thursday Radio Board meeting, A. Prose Walker, NARTB engineering manager, reviewed progress of efforts to obtain FCC permission to extend remote transmitter privileges to all radio stations. George C. Hatch, KALL Salt Lake City, reported as chairman of the Radio Transmission Tariff Committee on the impact of technical and economical changes in the reappraisal of AT&T line charges.

Worth Kramer, WJR Detroit, demonstrated oral identifications proposed for use by stations subscribing to the Standards of Good Radio Practice. He is chairman of a committee that will review both aural and visual identification symbols for the winter board meeting. Charles H. Tower, NARTB manager of employer-employe relations, discussed the proposal to exempt about 2,000 small market stations from provisions of the Wage-Hour law.

John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich., presided as chairman of the Tv Board. Tv directors attending the meeting were: W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Jos. E. Baudino, Westinghouse Broadcasting Co.; Payson Hall, Meredith Stations; C. Howard Lane, KOIN-TV Portland, Ore.; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Harold P. See, KRON-TV San Francisco; J. J. Bernard, KTVI (TV) St. Louis; Henry B. Clay, KTHV (TV) Little Rock, Ark.; C. Wrede Petersmeyer, KOTV (TV) Tulsa, Okla.; Willard E. Walbridge, KTRK-TV Houston; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; Frank M. Russell, NBC-TV.

Merrill Lindsay, WSOY-FM Decatur, Ill., newly elected chairman, presided at the Radio Board meeting Friday. Board members attending were: Daniel W. Kops, WAVZ New Haven, Conn.; Simon Goldman, WJTN Jamestown, N. Y.; James H. Moore, WSLS Roanoke, Va.; Hugh M. Smith, WCOV Montgomery, Ala.; F. C. Sowell, WLAC Nashville, Tenn.; Robert T. Mason, WMRN Marion, Ohio; Edward F. Baughn, WPAG Ann Arbor, Mich.; William Holm, WLOP La Salle, Ill.; Raymond V. Eppel, KORN Mitchell, S. D.; Robert L. Pratt, KGGF Coffeyville, Kan.; Alex Keese, WFAA Dallas; Mr. Hatch; J. G. Paltridge, KROW Oakland, Calif.; Robert O. Reynolds, KMPC Hollywood; Thomas C. Bostic, KIMA Yakima, Wash.; John M. Outler, WSB Atlanta; Harold Hough, WBAP Fort Worth; Todd Storz, KOWH Omaha, Neb.; J. Frank Jarman, WDNC Durham, N. C.; J. R. Livesay, WLBH Mattoon, Ill.; William C. Grove, KFBC Cheyenne, Wyo.; Ben Strouse, WWDC-FM, Washington, D. C.; Robert Eastman, ABC-Radio; Arthur Hull Hays, CBS-Radio; John B. Poor, MBS.



FIRST meeting of newly constituted NARTB Tv Code Review Board was held Monday in Washington, with all five members attending. Taking part were (seated, l to r), Mrs. Hugh McClung, KHSL-TV Chico, Calif.; William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman; Richard A. Borel, WBNS-TV Columbus, Ohio. Standing, Donald H. McGannon, Westinghouse Broadcasting Co. and Roger W. Clipp, Triangle Stations.

Representing NARTB at the Wednesday-Thursday separate meetings as well as at the combined board meeting Friday were President Harold E. Fellows; John F. Meagher, radio vice president, and Thad H. Brown Jr., tv vice president; Richard M. Allerton, research manager; Vincent T. Wasilewski, government relations manager; Messrs. Tower and Walker; Robert L. Heald, chief attorney; Donald N. Martin, public relations assistant to the president; Dan W. Shields, assistant to the tv vice president, and Thomas B. Coulter, assistant to the radio vice president, and Everett E. Revercomb, secretary-treasurer.

NARTB STUDY OF PAY TV ORDERED TO START SOON

PAID television service, poised to attempt a break-through into free tv broadcasting in Bartlesville, Okla., will make its bow this summer under the scrutinizing observation of professional research teams.

First to announce a fact-finding study of the wired pay-tv project in Bartlesville is NARTB. The association authorized an extensive before-and-after study, with the pre-service research to get under way as quickly as possible inasmuch as the wired programming is slated to start in August.

NARTB's Tv Board spent a substantial part of its Wednesday meeting exploring all the angles of paid television. After the meeting the board stated such systems "would force the public to pay to see what they now get free and have an especially bad effect for those who can least afford it."

The board adopted a resolution calling on association members to tell the public about "detrimental consequences" that would result if the FCC permits operation of pay-tv in the video band.

Newest development in the paid-programming situation is the association's research project in Bartlesville. NARTB's announcement merely said the board "authorized a fact-finding study of the Bartlesville, Okla., wired pay television project which reportedly will get under way late this summer."

It appeared at the weekend that the association will work swiftly to get this major project under way. First, it is expected a private research firm, Crossley, S-D Surveys Inc., will be retained to investigate the living and viewing habits in 1,000 or possibly 1,500 homes prior to entrance of programming service. A crash program would handle these interviews in a week, it was thought. The advance study would yield economic data on each home in the city. The data would show breakdowns of the families' way of daily living prior to the start of wired tv programming service.

After the wired service has been in operation long enough to justify a study of audience reaction to paid programming, comparative data will be obtained for a substantial segment of homes, possibly as many as 300. Selection of an original sample of, say, 1,500 homes out of the 7,800 in the city, it is thought, would yield at least 300 subscriber homes for the follow-up check. Thus the survey is expected to show how families feel about free and paid tv service, and what they think about the proposed $9.50 monthly charge for wired programming.

Bartlesville is a high-income market (around $7,000 per family per year). Large numbers of the residents of this oil-administration city hold executive or technical positions with major oil companies. A U. of Oklahoma survey indicates that the proposed $9.50 monthly wired service fee is over three times the amount spent on movies by the average Bartlesville family. The wired service is being installed by Video Independent Theatres Co., owner of minority interest in KWTV (TV) Oklahoma City, tv permittees in Hot Springs, Ark., and Santa Fe, N. M., and operator of a chain of 230 movie houses and drive-ins in the Southwest [B•T, June 10].

In urging NARTB's members to start an "all-out campaign" to tell the public about "what it stands to lose if pay tv were authorized in the free television bands," the NARTB tv directors adopted a formal resolution. This reaffirmed NARTB's opposition "to proposals before the FCC which would permit the proponents of pay tv to move in

Once again...NTA is loaded with crisp, new feature films for TV

A new package of 50 outstanding feature films...from the studios of 20th Century-Fox

NOW LOOK INSIDE . . . →

A WAD OF TYPICAL SUCCESSES...YOU

from the exciting new

GUADALCANAL DIARY
William Bendix, Lloyd Nolan, Anthony Quinn

GENTLEMAN'S AGREEMENT
Gregory Peck, Dorothy McGuire, Celeste Holm

13 RUE MADELEINE
James Cagney, Richard Conte, Walter Abel

LEAVE HER TO HEAVEN
Cornel Wilde, Gene Tierney, Vincent Price

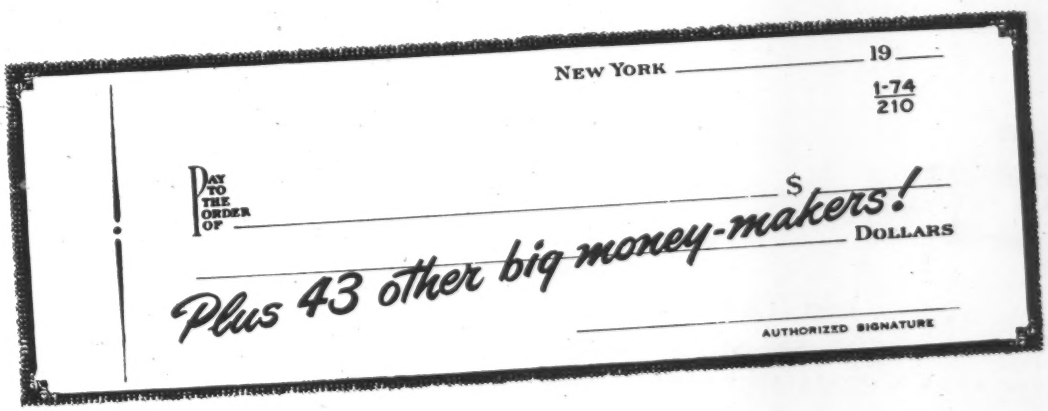
CAN BANK ON...FOR HIGHEST RATINGS

"Big 50" Feature Film Package

SITTING PRETTY
Clifton Webb, Robert Young, Maureen O'Har

FOREVER AMBER
Linda Darnell, George Sanders, Cornel Wilde

LLOYDS OF LONDON
Tyrone Power, Madeleine Carroll



DRAW ON "THE BIG FIFTY"...

or top feature film programming!

Latch onto generous NTA, which has just added Fort Knox to its treasury of fabulous films . . . with its wealthy-making new package, "The Big 50".

It's a *mint* from 20th Century-Fox, and it's certain to garner big ratings and big sales.

So stake your claim on NTA today . . . via phone, wire or old-fashioned letter. It's the root of all good!

NTA

TODAY, PHONE WIRE OR WRITE

Harold Goldman,
Vice President in charge of sales

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS • TORONTO • ATLANTA • DALLAS

on the present free channels," it was explained.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the Tv Board, said pay tv "would disrupt the present excellent progress being made by television broadcasting in bringing more and better free service to the nation."

The board authorized NARTB President Harold E. Fellows to name a three-man committee to oppose toll television schemes. He appointed three directors to the group—S. Payson Hall, Meredith Publishing Co. stations; C. Wrede Petersmeyer, KOTV (TV) Tulsa, Okla., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex.

Text of the board's resolution follows: "Resolved, that the Tv Board reaffirms its opposition to the proposals made in FCC Public Notice Docket No. 11279 relating to the introduction of pay television into the television broadcast band and further urges all members to take every opportunity to inform the public regarding the detrimental consequences that would result from adoption of these proposals."

Lindsay, Jarman Head NARTB Radio Board

MERRILL LINDSAY, WSOY-AM-FM Decatur, Ill., was elected chairman of the NARTB Radio Board at its Thursday meeting in Washington. He succeeds John M. Outler, WSB Atlanta. Mr. Lindsay is an NARTB director-at-large for fm stations and has served several terms on the board.

J. Frank Jarman, WDNC Durham, N. C., medium station director-at-large, was elected vice chairman of the Radio Board. He succeeds Herbert L. Krueger, WTAG Worcester, Mass., whose term expired last April.

Mr. Lindsay entered broadcasting in 1937 when the *Decatur Herald* and *Review* bought WJBL Decatur, which later was changed to WSOY. He is now vice president

MR. JARMAN

MR. LINDSAY

of the radio stations as well as vice president of operations for Lindsay-Schaub Newspapers. Mr. Jarman has been general manager of WDNC since 1935 and was elected a vice president of the station in 1946.

FCC's Anello, KYW's Ward Slated to Join NARTB July 1

DOUGLAS A. ANELLO, of the FCC, joins NARTB July 1 as chief attorney. He succeeds Robert L. Heald, who joins the Washington law firm of Spearman & Roberson.

Gordon L. Ward, of KYW Cleveland, will join NARTB July 1 as field representative.

Mr. Anello has been chief of the FCC law and enforcement division, Safety & Special Services Bureau. Recently he has been specializing in FCC proceedings proposing reallocation of frequencies over 890 mc.

Mr. Heald took part in the NARTB board meetings last week. His final assignment at the association will be preparation of a statement to the Internal Revenue Service covering depreciation problems involved in electronic equipment.

Mr. Ward will serve in the NARTB station relations department.

Film Show Commercials Well Below Code Limit

THREE out of four tv stations use only half, or less than half, of the commercial time permitted by the NARTB Tv Code in their participating programs based on feature-length films, according to a survey conducted by NARTB.

The survey, ordered by the association's Tv Code Review Board, was based on monitoring of 226 feature-length film programs telecast by 49 stations in 24 cities. Only programs of an hour or more, presented after 6 p.m., were analyzed.

William B. Quarton, code board chairman, announced the results of the study at a board meeting held Monday in Washington. The findings showed that 77% of the programs monitored used no more than half, and in most cases less than half, the maximum commercial time allowed by the code. A ratio of not more than one minute of advertising for five minutes of programming is specified by the code. No instance was found where a station had exceeded the code limit.

The average number of commercials per program was 3.6, it was found. The majority (52%) of the commercials were of 1½-minutes duration or less, and 43% were from 1½ to 2½-minutes long. The study dealt with participation programs that use spot announcements, about 90% of the feature films following this formula.

Mr. Quarton said that two-thirds of code-subscribing tv stations will have been monitored by March 1958. The board issued a reminder that a recent code interpretation holds advertising of products for the treatment of hemorrhoids and for use in connection with feminine hygiene is not acceptable.

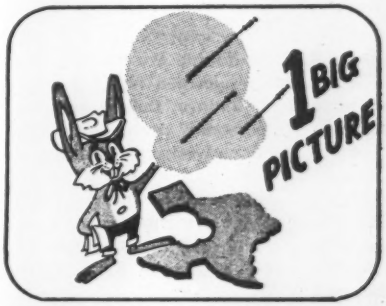
Next code board meeting will be held in November at Hollywood, Calif., with members of the Alliance of Film Producers taking part. The alliance joined the code last year. Code membership now numbers 305 stations and all three tv networks.

Howe Heads Fla. Broadcasters

JAMES L. HOWE, WIRA Fort Pierce, was elected president of Florida Assn. of Broadcasters at its June 14 meeting in Miami Beach. He succeeds H. Dennison Parker, WTAN Clearwater, who becomes a member of the board. Others elected were Lee Ruwitch, WTVJ (TV) Miami, first vice president, and Laurence A. Rollins, WSIR Winter Haven, second vice president.

BASIC TV IN TEXAS

THE KDUB STATIONS' MARKET RANKS FOURTH IN POPULATION, RETAIL SALES BUYING POWER AND SET COUNT!



THIS MICRO-WAVE NETWORK PROVIDES A SIMULTANEOUS PICTURE OVER AN AREA EQUAL IN SIZE TO THE STATE OF OHIO, MAINE OR PENNSYLVANIA!

STATION	POPULATION	FAMILIES
KDUB-TV	645,100	180,400
KPAR-TV	274,400	79,400
KEDY-TV	272,800	78,700
TOTAL	1,192,300	338,500

BIG...even for Texas!

YOUR BRANHAM MAN HAS THE DETAILS

KDUB-TV
LUBBOCK, TEXAS

KPAR-TV
ABILENE-SWEETWATER, TEXAS

KEDY-TV
BIG SPRING, TEXAS

RAB PLANS MAJOR SALES EXPANSION

- **Board sets record budget**
- **More presentations slated**

A MAJOR EXPANSION in Radio Advertising Bureau's regional and local selling activities was authorized by the RAB board of directors last week, along with approval of a record-setting budget for the last half of 1957.

Officials said the enlarged budget, effective July 1, is predicated on an operating income at an annual rate of $890,000 for the final six months of this year, and said current indications point to a fiscal-year budget of $925,000 by Dec. 1. RAB started this year with a budget of approximately $820,000 and currently is spending at the rate of about $860,000 annually.

The expansion of selling activity, President Kevin B. Sweeney told the board, will enable RAB to double the number of cities in which RAB salesmen now operate, and to increase by more than one-third the volume of personal presentations to be made to major advertisers in these cities. Under the new plan, Mr. Sweeney said, RAB sales teams will visit more than 1,500 advertisers in 65 principal markets during the next 12 months, as compared to 950 advertisers called upon in 31 cities during the past year.

Other highlights of the board's semi-annual session, held Tuesday in New York:

• The board approved an executive committee recommendation that the date of the 1957 annual membership meeting be changed to the afternoon of Oct. 9, to coincide with the third annual RAB National Radio Advertising Clinic, in hopes of boosting attendance at the meeting. In the past the membership meeting has been held the second Monday in November.

• RAB management was authorized to negotiate for larger New York offices to accommodate its expanding headquarters staff. The expansion, officials said, will be primarily in the sales department, where the number of salesmen is expected to be increased from the present 11 to about 14 by the end of this year. RAB hopes to move from its present quarters, 460 Park Ave., into new space around November.

• Joseph E. Baudino of Westinghouse Broadcasting Co., retiring after two terms as RAB chairman, was presented an illuminated scroll in recognition of his "outstanding service to this organization and to the radio broadcasting industry." The presentation, in behalf of the RAB membership, was made by Kenyon Brown of KWFT Wichita Falls, Tex., incoming chairman.

• Robert E. Eastman, American Broadcasting Network, and William E. Rine, Storer Broadcasting Co., were elected to the RAB board. Mr. Eastman succeeds Don Durgin, who has moved from American to NBC-TV, while Mr. Rine replaces Lee B. Wailes, also of Storer.

• A five-man committee to nominate members for forthcoming vacancies on the board was named by Mr. Brown: Allen M. Woodall, WDAK Columbus, Ga., chairman; Charles C. Caley, WMBD Peoria, Ill.; Frank P. Fogarty, WOW Omaha; John S. Hayes, WTOP Washington, and Alex Keese, WFAA Dallas.

• President Sweeney reported that reservations for three of the six regional management conferences scheduled around the country for late summer and fall have been sold out.

Six newly elected board members were on hand for the meeting: Richard D. Buckley, WNEW New York; Matthew J. Culligan, NBC Radio; Mr. Keese; Don Searle, Colby, Kan.; Ben Strouse, WWDC Washington, and Adam J. Young Jr. of the Adam J. Young station representation firm.

Other members present were Chairman Brown, President Sweeney, Messrs. Baudino, Caley, Fogarty, Hayes, Keese, and Woodall, and Edward Breen, KVFD Fort Dodge, Iowa; John C. Cohan, KSBW Salinas, Calif.; Simon Goldman, WJTN Jamestown, N. Y.; George J. Higgins, KMBC Kansas City; Ward D. Ingrim, KHJ Los Angeles; C. Howard Lane, KOIN Portland, Ore.; Elroy McCaw, WINS New York; William B. McGrath, WHDH Boston; Robert T. Mason, WMRN Marion, Ohio; Gilmore N. Nunn, WLAP Lexington, Ky., and Edward Petry, Edward Petry & Co., station representation firm, New York.

Farm Broadcasters Receive Warm Words From President

FARM BROADCASTERS "are engaged in one of the greatest efforts for the future benefit of our country," President Eisenhower said Tuesday in greeting 125 members of the National Assn. of Television & Radio Farm Directors, holding their spring meeting in Washington. The President was presented a membership plaque by NATRFD President Jack Timmons, KWKH Shreveport, La.

The President said, "I think there is nothing that all of us need to know—including the farmers—so much as the facts. I believe that the information, the statistical, political, commercial, industrial information that a farmer needs today in order to conduct his business properly, in order to associate himself with his fellowmen properly, can be gained only by day-to-day access to the best possible information on these subjects that there is obtainable.

"That, as I conceive it, is the mission of you people—to bring forth these facts—not to be an exhorter for any particular plan or idea of anybody's of any political party, or of any individual, but to take the ideas and the facts and analyze them—to bring all the necessary information to the people that have to do with the work and ultimately form the decision. . . . As I congratulate you on the work you are doing, I thank you for it."

The farm directors took part in three days of programming, including sessions with government and legislative leaders. Final event was a Wednesday trip to the government's agricultural research center at Beltsville, Md.

A special committee in charge of a new sales promotion brochure designed to help farm broadcasters in the sale of time reviewed progress made in these projects. The brochure will be produced by Don Lerch, consultant. It will be titled "Is Your Farm Advertising Balanced for Best Results?" Final action on the project is to be taken at NATRFD's annual convention in Chicago Nov. 29-Dec. 1. Mal Hansen, WOW Omaha, is chairman of the special brochure committee. Bob Parker, WBAY Green Bay, Wis., is vice chairman.

PRESIDENT EISENHOWER is made an honorary member of the National Association of Radio and Television Farm Directors by the group's president, Jack Timmons of KWKH Shreveport, La., at the White House June 18.

Another committee is studying a proposal to hire an executive secretary for NATRFD. It is headed by W. A. Ruhmann, WBAP Fort Worth, chairman, and George Roesner, KPRC Houston, vice chairman.

Total attendance at the spring meeting was 250.

Patrick New GAB Secretary

ROBERT LAWRENCE PATRICK has been named secretary-manager of the Georgia Assn. of Broadcasters, Athens, with headquarters at the Henry W. Grady School of Journalism, U. of Georgia, where he also will have staff duties. Mr. Patrick, an alumnus of the Grady School, has previously been associated with WTAM Decatur, Ga., and Dayton, Ohio, radio and tv stations. He succeeds Ross Shackelford, who July 1 becomes public relations director of West Georgia College, Carrollton.

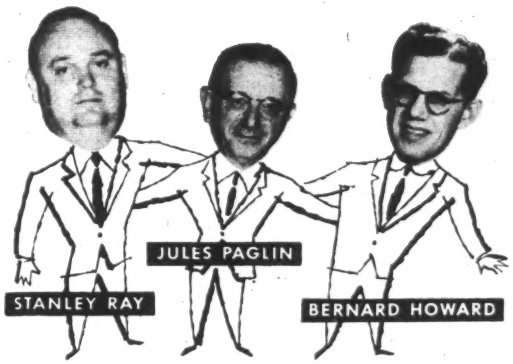
Rastatter to TvB PR Director

JOSEPH R. RASTATTER has been named director of public relations for the Television Bureau of Advertising, it was announced last week by Norman E. Cash, president of the bureau. Mr. Rastatter joins TvB today (Monday). He succeeds Sid Mesibov, who resigned to join ABC-TV (story page 75). Mr. Rastatter formerly was general public relations counsel with John T. Casey & Assoc., New York. He also was with CBS-TV Hollywood.

MR. RASTATTER

announcing...

the OK Group and Stars National HOOKUP!



DESIGNED TO DELIVER THE LUCRATIVE SOUTHERN NEGRO MARKET

QUICK, EASY "AVAILS"—BILLING—PERFORMANCE

Now for easy buying, easy billing, more effective sales to the vast Negro Market in the Gold Coast of the Gulf Coast . . . the OK Group announces its affiliation with Stars National now representing the entire group of six OK Stations. Now get Availabilities from one "Rep" . . one Bill . . one Affidavit . . one Proof of Performance . . one Guarantee of Merchandising Cooperation. You can buy the top Negro Markets reaching 1,500,000 Negroes.

MORE NEGRO FACTS—MORE NEGRO SALES

Included are the three largest Negro Southern Cities . . . New Orleans, Houston, and Memphis. Buy a package deal for these three markets at an amazing low price. Cover 1,250,000 Negroes in the three fastest growing southern cities with the highest Negro annual family income in the South.

More intensive proven information and facts about the Negro Market than any other source. Ask for the facts . . . Write or Call

WBOK NEW ORLEANS
WXOK BATON ROUGE
WLOK MEMPHIS
KYOK HOUSTON
KAOK LAKE CHARLES
KOPY ALICE TEXAS

Mr. Bernard Howard, President of Stars National, Inc., is pleased to announce the association of the OK Group with his organization. This association offers advertisers the organized research and merchandising facilities of the OK Group and Stars National . . . incorporating complete factual data concerning the OK Group Negro Market. For quick and expert service on availabilities, program and personality information, market data . . . including the famous Houston Survey, the Middle South Research Report, and many other important facts covering the OK Group story. . . Contact the nearest Stars National office.

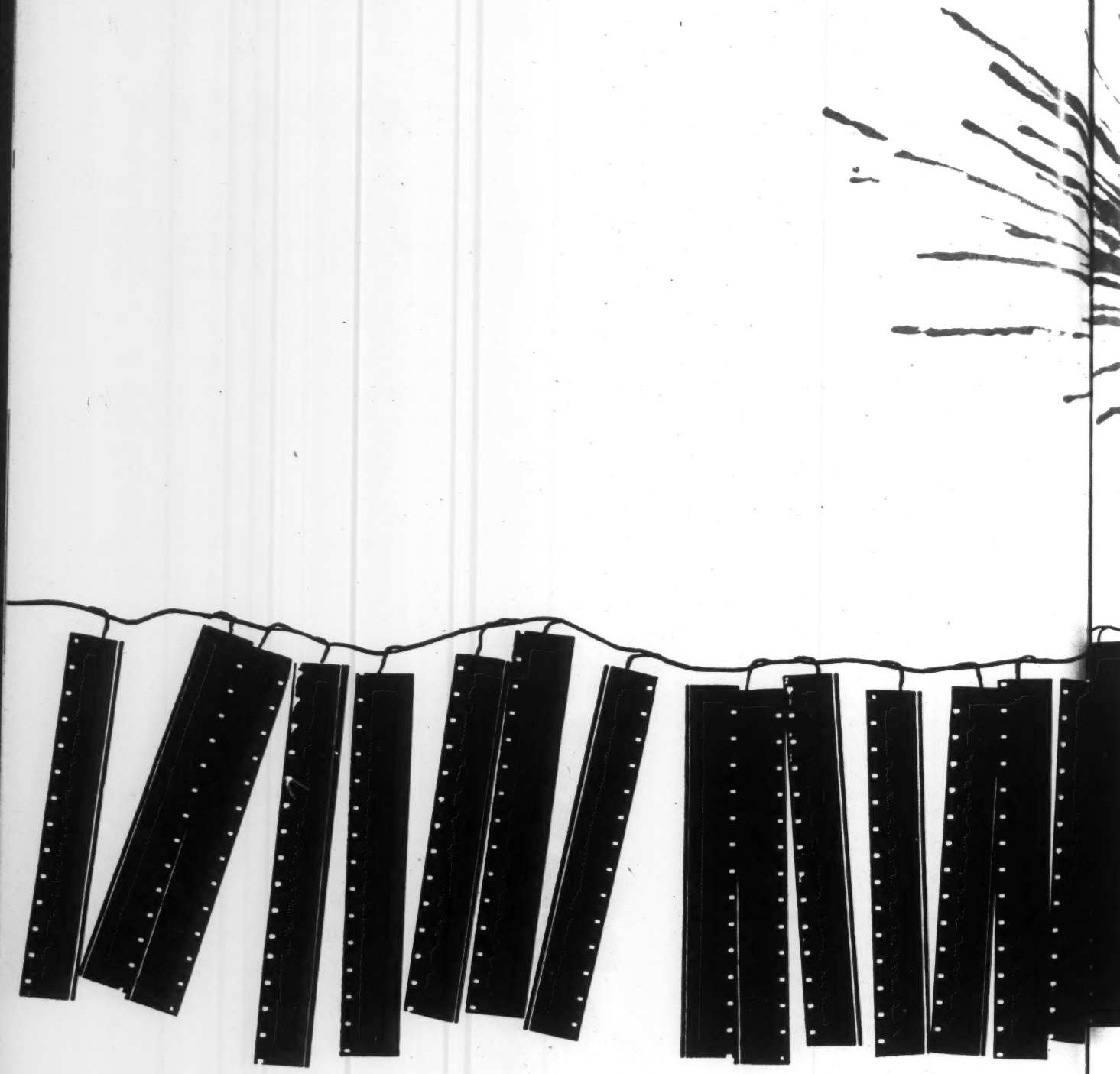
OK Group

Stanley W. Ray, Jr., Exec. Vice-Pres. & Gen. Mgr.,
505 Baronne Street, New Orleans 12, Louisiana.

Stars National, inc.

400 Madison Ave.
New York, Chicago
Los Angeles, San Francisco
Atlanta, Dallas

Source: Nielsen Interim Report for April 1957,
Sunday through Saturday average



Maybe you heard them too—the sound and fury of claims about new programs that were supposed to blow New York viewing habits sky-high.

Well, the smoke is settling now. Let's see what actually has happened:

WCBS-TV's share of total viewing is greater than at any time in the past two years!... WCBS-TV leads the second-place station by 52%—the third station by 183%!... WCBS-TV shows a larger audience gain than any other station in the past year!... WCBS-TV leads in every hour of the day but one, from 8 am straight through to sign-off!

It takes day-in, day-out showmanship to win *and hold* attention in television's biggest market. To its superb schedule of CBS Television Network programs, WCBS-TV adds a dazzling array of *local* entertainment and public affairs programs, including *all five* of the top-rated local participating programs, and *four of the top five* daily news programs in all New York television.

Naturally, more national advertisers buy the station that attracts the biggest audience most of the time.

WCBS-TV *CBS Owned, New York*

Channel 2—represented by CBS Television Spot Sales

WHAT RADIO, TV MEAN TO BASEBALL

MAJOR league baseball teams took in $7.3 million in 1956 from the sale of radio and television rights, according to data made available by the House Antitrust Subcommittee investigating operations of the two leagues. The sale of radio-tv rights accounted for less than one-eighth of the total major league baseball income in 1952, when tv was just assuming nationwide stature. Since that time the radio-tv contribution to the clubs' receipts has increased to one-sixth of the total.

The income figures, made available for the first time as a result of the subcommittee's probe, show that Cleveland set the all-time record last year when $1,053,171 of the club's $2,995,377 income came from radio-tv. Seven American League clubs (Detroit radio-tv figures not available) received $3,777,733 from radio-tv. Total receipts of these clubs last year amounted to $19,536,425, with Detroit having total income of $2,581,169.

The eight National Clubs showed radio-tv receipts of $3,025,321 in 1956 out of $20,718,733 total receipts. Heaviest radio-tv return in the league last year was that of Brooklyn, which had $888,270 from broadcast rights out of total income of $3,880,824.

AMERICAN LEAGUE

	1952		1953		1954		1955		1956	
	Radio-Tv Income	Total Income	Radio-Tv Income	Total Income	Radio-Tv Income	Total Income	Radio-Tv Income	Total Income	Radio-Tv Income	Total Income
BOSTON	$ 366,500	$ 2,301,487	$ 369,900	$ 2,086,209	$ 360,965	$ 2,339,064	$ 476,870	$ 2,842,941	$ 477,300	$ 2,800,041
CHICAGO	261,202	2,208,262	355,925	2,554,249	434,185	2,871,667	522,491	3,027,181	518,992	2,702,058
CLEVELAND	452,650	2,963,481	614,582	2,607,326	635,762	3,282,805	567,891	2,958,915	1,053,171	2,995,377
DETROIT	†	2,255,849	†	2,157,032	†	2,429,790	†	2,908,644	†	2,581,169
NEW YORK	475,000	3,996,665	625,000	4,125,074	675,000	4,504,836	725,000	4,898,665	900,000	5,017,094
*PHILADELPHIA-KANSAS CITY	168,595	1,536,901	292,850	1,319,193	300,035	1,200,660	210,000	3,001,485	210,000	2,497,490
**ST. LOUIS-BALTIMORE	8,935	999,831	55,557	746,492	312,795	2,412,849	301,276	2,103,445	301,630	2,112,094
WASHINGTON	169,905	1,393,297	282,572	1,352,392	341,186	1,473,911	316,851	1,383,282	316,640	1,412,271
Total	$1,906,787	$17,655,773	$2,596,386	$16,947,967	$3,059,928	$20,515,582	$3,120,379	$23,124,558	$3,777,733	$22,117,594

*Philadelphia through 1954; Kansas City since 1954.
**St. Louis through 1953; Baltimore since 1953.
†Detroit radio-tv data not available.

NATIONAL LEAGUE

*BOSTON-MILWAUKEE	$ 316,324	$ 933,074	$ 141,200	$ 3,074,198	$ 136,500	$ 3,510,038	$ 125,000	$ 3,560,779	$ 125,000	$ 3,697,067
BROOKLYN	580,227	2,833,963	539,610	3,009,382	609,490	2,816,589	787,155	3,501,124	888,270	3,880,824
CHICAGO	166,027	1,828,196	153,300	1,497,967	156,078	1,572,227	186,975	1,791,130	226,603	1,646,993
CINCINNATI	109,054	1,124,245	119,470	1,163,896	120,130	1,442,391	197,380	1,559,664	267,275	2,415,637
NEW YORK	379,562	2,410,722	424,241	2,304,041	490,192	3,132,336	645,640	2,869,423	730,593	2,471,772
PHILADELPHIA	178,333	1,404,360	225,920	1,661,529	203,865	1,608,703	266,055	2,099,811	301,630	2,278,511
PITTSBURGH	110,000	1,410,973	115,500	1,278,081	125,000	1,219,935	110,000	1,388,520	158,500	2,072,791
ST. LOUIS	102,250	1,675,039	109,779	1,679,497	326,625	2,305,219	326,669	2,004,094	327,450	2,255,138
Total	$1,941,777	$13,620,572	$1,689,020	$15,668,591	$2,167,880	$17,607,438	$2,644,874	$18,774,545	$3,025,321	$20,718,733

*Boston 1952 only; Milwaukee since 1952.

C. O. Langlois Dies In New York at 64

CYRIL OUELLETTE LANGLOIS, 64, founder and chairman of the board of Lang-Worth Feature Programs Inc., a producer and distributor of syndicated radio program services throughout the world, died Tuesday at Doctor's Hospital, New York, which he had re-entered after an extended illness.

MR. LANGLOIS

A native of Detroit, he was a graduate of the U. of Detroit. In his youth, he played baseball professionally. Mr. Langlois' early years saw a varied career in both the advertising and syndication branches of the newspaper industry. Later he produced many radio programs which were broadcast throughout the nation.

Mr. Langlois founded Lang-Worth Feature Programs with Ralph Wentworth in 1935. He was one of radio's early producers of transcribed syndicated programs. In 1936 the company began its release of transcribed music to radio stations.

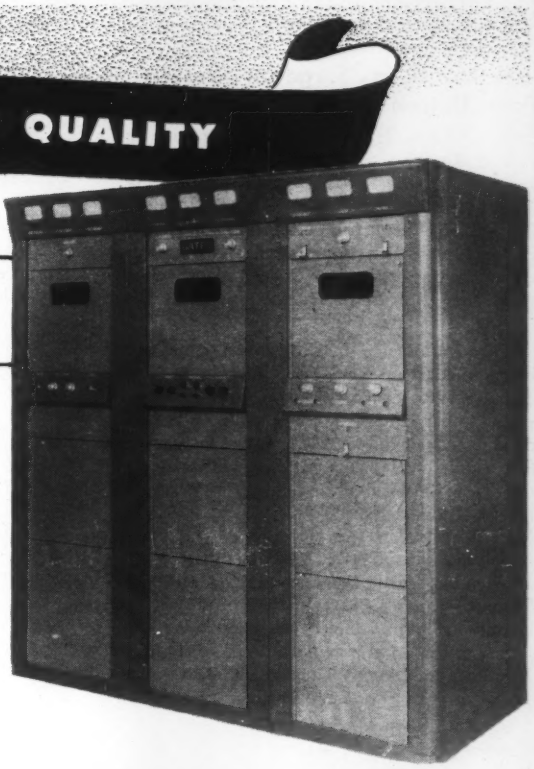
Mr. Langlois produced and distributed for radio the recorded performances of such artists as Fred Waring, Tommy Dorsey, Emile Cote, Russ Morgan, Larry Clinton, Shep Fields, D'Artega, Ray Anthony, Jack Shaindlin, The Four Knights, The Sunshine Boys and Henry Jerome. He was one of the original members of the National Assn. of Broadcasters and was the first to support the broadcast industry in the production of the NAB-Lang-Worth Tax Free Music Library. He also pioneered the plan for creating copyright security for radio stations.

In the technical field, Mr. Langlois was instrumental in developing the small composite groove vinyl transcription, described as an outstanding contribution toward the development of higher quality programming for radio stations. Mr. Langlois' activities extended to all types of recording, including phonograph records, background music and musical scores for theatrical, television and industrial films.

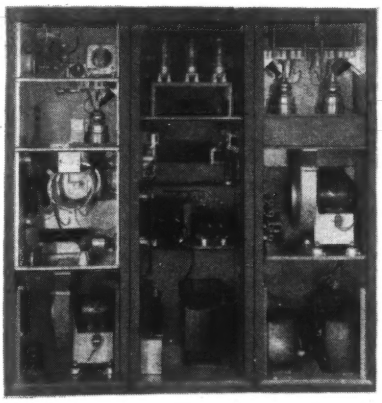
Mr. Langlois is survived by two sons, John D. Langlois, president of Lang-Worth Feature Programs, and Cyril O. Langlois Jr., president of Langlois Filmusic. He also is survived by his wife, Lillian, and his two sisters, Mrs. Ethel Offer and Mrs. Claire Lynch.

THE TRANSMITTER BUILT FOR QUALITY

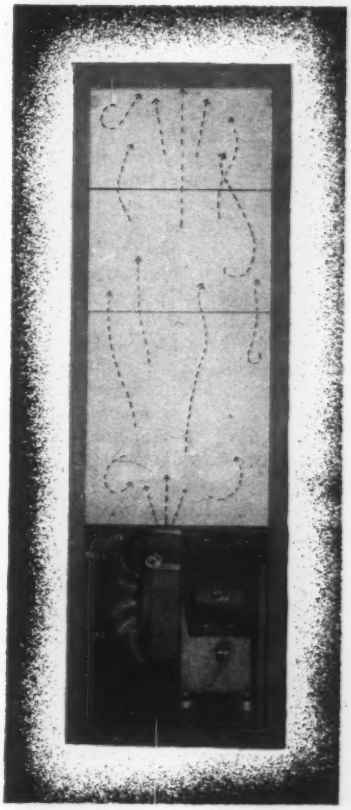
GATES BC-5P 5KW



Gates engineers have created a dual feature in the BC-5P AM Transmitter to save broadcasters dollars and engineering time.



Because of possible future FCC regulations pertaining to harmonic radiation and bandwidth, the PA tank circuit is built into a completely enclosed aluminum compartment. The output circuit, which is a full tee network enclosed in its own shielded compartment, is a natural repellent of spurious radiation. By isolating these sections in two shielded compartments, 100% air cooling of inductors, capacitors, choke coils and tubes, along with maximum harmonic reduction, has been brought about. This means longer component life through lower operating temperatures and cleanliness.



BROADCASTERS WANT THE FINEST TRANSMITTER THAT THE INDUSTRY CAN PROVIDE, AND ONLY ONE TRANSMITTER IN THE 5 KW FIELD IS PACKED WITH SUCH OUTSTANDING QUALITIES — THE GATES BC-5P . . . . HIGHEST STANDARD OF PERFORMANCE, MUCH LESS SPURIOUS RADIATION, LOWEST COST TUBE COMPLEMENT, AND THE LOWEST PRIMARY POWER CONSUMPTION OF ANY 5 KW AM BROADCAST TRANSMITTER MANUFACTURED TODAY. COMPARE EVERY FEATURE . . . . AND YOU WILL SEE THAT THE BC-5P IS SUPERIOR BY EVERY MEASURE.

Contact your nearest Gates sales engineer or write the Gates Radio Company today for full details.

GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA

NEW YORK, International Div., 13 East 40th St. — In Canada, CANADIAN MARCONI COMPANY

Wrather Buys 'Sergeant Preston', Pays Detroit Group $1.5 Million

JACK WRATHER organization has acquired all rights to the tv program *Sergeant Preston of the Yukon* from George W. Trendle, H. Allen Campbell and Raymond Meurer of Detroit for $1.5 million. Purchase is the third of a national tv network property by the Jack Wrather organization, which purchased the *Lone Ranger* in 1953 and *Lassie* in 1956.

In addition to the 78 color films now being telecast on CBS-TV, Thursdays, 7:30-8 p.m. with Quaker Oats as sponsor, the package also includes comic strip, merchandising, license and novel, serialization and film rights. John L. Loeb, senior partner in the New York banking firm of Carl M. Loeb, Rhoades and Co., is associated with Mr. Wrather in the purchase, which was concluded Monday in New York. Monte Livingston of the Beverly Hills, Calif., law firm of Kaplan, Livington, Goodwin and Berkowitz represented the Jack Wrather organization in the negotiations. Edwin T. Tornberg of Allen Kander and Co. acted as agent in the negotiations.

Goetz Network Aide For Gay

COL. JOSEPH F. GOETZ, head of the Defense Dept.'s world-wide entertainment program 1951-1956 and currently vice president of Ron Assoc., Washington, D. C., advertising and public relations agency, was appointed last week as network co-ordinator for Connie B. Gay's two CBS-TV programs emanating from WTOP-TV Washington.

COL. GOETZ

Mr. Gay also announced that Col. Goetz will assist him with top-level co-ordination of his far-flung Town and Country Network radio stations.

Heads TelePrompTer Advertising

ALFRED N. GREENBERG, formerly advertising and promotion manager of WBBM Chicago, was appointed director of advertising, promotion and research for the TelePrompTer Corp., New York, it was announced by Herbert Hobler, vice president in charge of sales, last week. In another move designed to bolster the company's executive lineup, Robert Rosencrans, a former vice president of Sheraton Closed Circuit Television, has been named business manager of TelePrompTer's sales department.

MR. GREENBERG

SOLONS ASK ALLOCATION STUDY

- **Potter, Bray suggest establishment of commission**
- **Group would evaluate government use, future needs**

DISTURBED over possible demands by the military for a larger slice of the radio spectrum, Sen. Charles E. Potter (R-Mich.) and Rep. William G. Bray (R-Ind.) last week introduced identical resolutions calling for the establishment of a three-man commission to investigate the utilization of frequencies allocated to the federal government.

Sen. Potter, a member of the Senate Commerce Committee and its Communications Subcommittee, introduced his resolution (SJ Res 106) Tuesday; Rep. Bray, a member of the House Armed Services Committee, introduced its companion (H J Res 381) Thursday. Members of the commission, which would be established for six months, would be appointed by the President. As set forth in the resolutions, the commission's duties would be:

". . . To conduct a thorough and comprehensive study and investigation of the radio and television frequencies allocated to the various agencies and instrumentalities of the federal government with a view to determining (1) whether such frequencies are being efficiently utilized to the maximum degree possible, (2) whether any (and if so, how much) of such frequencies may, without jeopardizing the public interest, be relinquished to the FCC for allocation to non-governmental purposes and (3) what are the likely future requirements of the various agencies and instrumentalities of the federal government for radio and television frequencies."

If the commission is set up, it would be required to report to the President and Congress on its findings within six months. Much of the classified material would, of necessity, be omitted from the Congressional report, Sen. Potter said. However, he felt that this would not preclude the gaining of a clearer picture of military spectrum needs.

Sen. Potter headed the 1953-54 uhf-vhf investigation conducted by the Communications Subcommittee of the 83rd Congress. He said that he has been "frustrated" for over a year in trying to find out how the government uses its allocated frequency space and has hit a "stonewall."

Following earlier published reports that the military is casting covetous eyes on vhf chs. 2-6 [B•T, April 1], Sen. Potter inquired of Gordon Gray, head of the Office of Defense Mobilization, about the government's plans. Mr. Gray replied that military services are finding it difficult to meet defense requirements with the "limited" spectrum space now available and that the situation will become more critical as new weapons are perfected [AT DEADLINE, April 8].

The need for the facts which would be developed by the proposed commission are "urgent and compelling," Sen. Potter stated. "Contrary to the layman's opinion, the presently usable spectrum does not offer an unlimited number of channels. . . . The situation could well become critical unless factual data is obtained promptly."

Spectrum space presently is allocated under a dual system. The FCC assigns radio frequencies to non-government users (including commercial broadcasters), while the President assigns space to meet the government demands. Because of the cloak of secrecy shrouding the government's portion, it is not known how this space is utilized.

Sen. Potter pointed out that in 1959 the U. S. will participate in an international conference at Geneva, Switzerland, dealing with the radio spectrum. "Unless our government knows specifically its current use of the spectrum and what our future needs are likely to be, the best interests of the U. S. will suffer," he stated.

Sen. Potter

The senator feels that the spectrum is being inefficiently utilized and that the study he has proposed by a high-level, unbiased body is essential. "Terrific pressure is building up for radio and tv frequencies," he said. "Commercial users accuse the government of hogging spectrum space. Federal agencies claim they need what they have. We may find that some of these [government] frequencies could be relinquished to the FCC for non-governmental use. . . ."

On the other hand, Sen. Potter stated, if the proposed commission finds that more space will be needed by the government in the future, such a move should be in the planning stage rather than have it made known in an unexpected executive order.

"Certainly we wish to see each federal agency retain sufficient space for full discharge of its responsibilities, but we must also guard against the government preempting spectrum space unnecessarily. The commission I have proposed . . . will make recommendations as to the most efficient use of the spectrum. In this way, the U. S. will be enabled to realize the full potential of a vital national resource," Sen. Potter stated in support of his resolution.

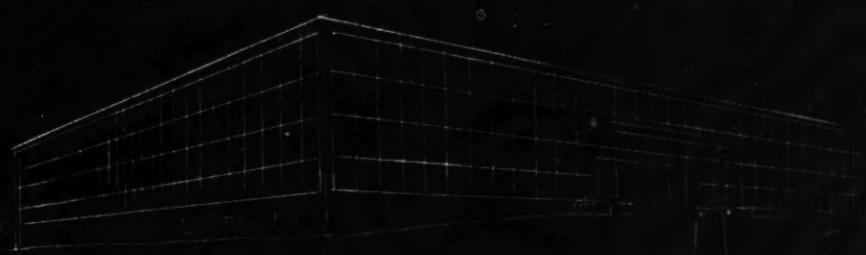
Rep. Bray also has been interested for some time in the government's plan to secure more space in the radio spectrum. On introducing his companion to Sen. Potter's resolution, Rep. Bray stated:

"I have been disturbed by recurring ru-

in only 9 short months

UP LIKE A COMET

the fastest rising star in
the southeastern sky
blazes another trail of
TV LEADERSHIP



BEAUTIFUL NEW STUDIOS

WBIR-TV

KNOXVILLE, TENN.

Serving 217,433 Homes in a 5-State Area

CHANNEL CBS TEN

316,000 WATTS

REPRESENTED
NATIONALLY BY KATZ

mors that the military establishment is looking covetously at the lower vhf television channels. Although I have found no clear-cut statement of this desire, the possibility of losing chs. 2 through 4 or 2 through 6 from commercial telecasting is too serious a threat to dismiss lightly. I have been trying to devise a way of more clearly ascertaining the true requirements of the military services. The suggestion by Sen. Potter of a non-governmental commission to study the use of frequencies reserved for government use and future needs was along the lines of my thinking on the subject, and I am happy to join in his efforts by introducing this resolution in the House.

REP. BRAY

"As a member of the House Armed Services Committee, I have some familiarity with the military use of radio frequencies. Having long service experience, active and reserve, I am also aware of typical military procurement policies. I doubt if a commander ever lived who did not honestly feel he needed more men, arms or other equipment. While respecting the sincere efforts of our military leaders to requisition from peacetime use whatever seems to be required for our defense, we must not allow an overzealous and unwise demand for these frequencies to seriously interrupt and decrease the information and entertainment which commercial television brings to all."

The NARTB Radio and Tv Boards, meeting in Washington last week (story, page 48), went on record as favoring Sen. Potter's resolution.

Two Women's Clubs Urge Probe Of Radio-Tv Music Practices

TWO women's clubs have asked the Justice Department to fully investigate to what degree the broadcast industry determines which music shall be played on radio and television.

Mrs. R. I. C. Prout, president of the General Federation of Women's Clubs, in a telegram to Attorney General Herbert Brownell, said: "Only recently did we learn that the broadcasting networks and their subsidiaries own and control hundreds of music publishing firms. . . . We fervently hope that you will accept the recommendation of Congressman Emanuel Celler and his judiciary committee. We feel that if the Dept. of Justice thoroughly investigates the situation and takes the proper action, the public may once more hear all the music being written. . . ."

Mrs. Ronald A. Dougan, president of the National Federation of Music Clubs, wrote to Mr. Brownell: "An extensive investigation into the intolerable combination of broadcasting interests which determine whose music shall be heard and how often, will help re-establish conditions of freedom for music in America."

FCC WASHES ITS HANDS OF ANTITRUST, LEAVES SUCH MATTERS TO THE COURTS

A NEW hands-off policy on antitrust matters was disclosed by the FCC last week when it told a federal court that it doesn't have and doesn't want to have the power to prosecute antitrust violations.

The enunciation was one of the strongest statements on the monopoly subject made by the FCC in its 23-year-long history. It was contained in a document filed in Philadelphia district court in connection with the government's antitrust suit against RCA-NBC. The suit involves the 1955 NBC-Westinghouse Broadcasting Co. exchange of Philadelphia and Cleveland stations.

On another antitrust front, the Kansas City Star Co. (WDAF-AM-TV) exhausted its last avenue of appeal last week when the U. S. Supreme Court refused to review its conviction of monopoly and attempted monopoly of news in the Kansas City area.

And, in Philadelphia, eight radio stations and the Philadelphia Radio & Television Broadcasters Assn.—reeling under stiff fines for an acknowledged technical violation of the antitrust laws although exonerated of any illegal intent [B•T, June 17]—were girding themselves to face the outcome of a government civil antitrust action.

The FCC's antitrust policy, which goes further than any previous statement on the subject, was filed with District Judge William H. Kirkpatrick last Wednesday. The 16-page, "Memorandum of Law" virtually told the court that the Dept. of Justice has every right to initiate antitrust suits against radio or tv broadcasters, even though the FCC might have considered such charges and decided that it was no bar to a grant.

This point of view refuted the basic defense made by RCA-NBC in their response to the government's charges. RCA-NBC maintained that where the FCC has considered such matters and approved the action requested no other government agency may reopen the matter.

The government suit attacks the 1955 exchange whereby the network got WBC's Philadelphia radio and tv stations in exchange for NBC's Cleveland properties plus $3 million. The NBC-owned Philadelphia stations are now WRCV-AM-TV; the WBC Cleveland stations are now KYW-AM-FM-TV.

In its December 1956 suit, the government asked that NBC be forced to divest itself of the Philadelphia stations and also of such other assets as the court may "deem necessary and appropriate."

It charged that NBC "coerced" WBC into agreeing to the exchange by threatening to withdraw NBC affiliations from WBC stations. At the time of the transfer application there were unspecified allegations that NBC had threatened WBC with loss of affiliations. These were investigated by the FCC, which found no support for the charges, and approved the exchanges in December 1955.

A pretrial conference is scheduled to be held in Washington by Judge Kirkpatrick June 28. It is understood that the question of primary jurisdiction will be probed at that time.

The Commission submitted its document to the court under a request for permission to submit its views as "a friend of the court." A ruling on this will come June 28, it was explained, although every indication was given that the legal brief will be accepted by Judge Kirkpatrick.

The FCC's position is that no action it takes can foreclose the government from proceeding under the antitrust laws. It also stated that there is no requirement that the Jusice Dept. participate in FCC proceedings before filing suits in a court.

After alluding to various statements by FCC Chairman George C. McConnaughey and the Commission, the FCC's brief said:

". . . The Commission has made clear that it does not believe it can effectively enforce the antitrust laws in cases such as this one but rather must leave the enforcement of those laws to the Dept. of Justice and other governmental agencies. The Commission has therefore examined transfers such as the subject one from the viewpoint of its own expertise in the communications field and the general standard of the public interest. And while the question of possible violation of the antitrust laws may of course be pertinent to the Commission's determination under the public interest standard, the Commission has normally left the determination of possible antitrust questions in cases such as the instant one to the agencies and courts having the statutory responsibility and expertise to properly deal with it . . ."

In another section of the memorandum, the Commission made it plain that although it does not and would not rule on an antitrust violation, it can and does take into account as part of a character qualification whether or not an applicant has been found guilty of such illegal acts.

". . . The Commission can at best determine whether actions by parties subject to its jurisdiction affect the public interest licensing standard," the FCC declared. "In making this determination a ruling by the Courts that a particular action was in violation of the antitrust laws might well be a relevant consideration for the Commission.

COMMISSION DEFINITION

FOR the aid of the uninitiated individual who finds himself forced to read and try to understand an official document of the FCC, William B. Ogden, director of the Radio Operational Engineering School, Burbank, Calif., has issued a 36-page glossary of terms used by the FCC. In addition to the technical and operational terms and their definitions, which take up most of the pamphlet, it also contains a list of station symbols, nomenclature of frequencies, spare tubes required, classification of emissions and titles of the parts of the Commission's rules and regulations.

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It would, however, never attempt to substitute its own judgment of what is or is not a violation of the antitrust laws for a final decision on this point by the Courts . . ."

The Commission added: "The Commission has no special expertise on antitrust matters."

Referring to the 1952 McFarland Act amendments to the Communications Act, the FCC noted that Section 311 was amended to remove from Commission jurisdiction the application of revocation sanctions against licensees found guilty of antitrust violations. This was on the ground that it was unfair to subject broadcasters to double jeopardy, since Section 313 of the Communications Act applies all antitrust laws to licensees and empowers the courts to revoke broadcast licenses as part of the final decree.

The FCC's document was the most recent extensive treatment of the subject of antitrust matters since the 1952 report on the application of a uniform policy on antitrust violations, and the 1953 decision approving the merger of ABC and the then United Paramount Theatres Inc.

The 1952 report emphasized that antitrust violations will be considered as a portion of the character qualifications of an applicant, and that each case must be decided on its own merits. The Commission did insist, however, that monopolistic practices, whether or not found illegal by a court, would still be of concern to the FCC as an indication of how an applicant might operate a broadcast facility.

In the ABC-UPT case, the Commission found that although UPT and its former parent, Paramount Theatres Inc., had been found guilty of antitrust acts, this did not disqualify UPT as a licensee.

The Kansas City Star Co. (*Kansas City Star* and *Times*) was found guilty in 1955 of antitrust violations in a criminal suit brought by the government. The government charged that the newspaper pressured advertisers not to use competing media, forced advertisers to use both the morning *Star* and the afternoon *Times* and also offered combination rates for both newspapers.

The newspaper was fined $5,000 for monopoly in the dissemination of news and advertising, and Emil A. Sees, *Star* advertising director, was fined $2,500 for attempted monopoly. A charge against Roy Roberts, *Star* president-general manager, was dismissed. This decision was affirmed by an appeals court in January this year.

Next step is expected to be a government motion for summary judgment in a companion civil suit based on evidence in the criminal trial. The government has asked that the *Star* be forced to divest itself of both WDAF radio and tv, and that the *Star* and *Times* be separated. WDAF properties are understood to be available for an asking price in the neighborhood of $10 million.

Two weeks ago nine Philadelphia stations were fined $1,000 each after they pleaded no defense, and their trade association $5,000 after it pleaded guilty for an antitrust violation which was viewed by Federal Judge Allan K. Grim and Justice Department prosecuting attorneys as a technical violation involving no moral turpitude. The charge was that the stations conspired to fix charges when station managers signed a joint telegram to Dancer-Fitzgerald-Sample, Chicago, that they would stick to published time rates and observe a fair trade code. The code had been formulated through the association.

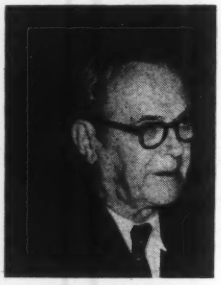
Still outstanding is a companion civil suit which asks that the stations' practice be

DEFEND YOUR FREEDOMS, CRAVEN CHARGES BROADCASTERS

CRITICISM both of the FCC for getting into the area of program censorship and of broadcasters for not fighting such encroachment was voiced by FCC Comr. T. A. M. Craven before the Maryland-District of Columbia Radio & Tv Broadcasters Assn. at Ocean City, Md., June 14. Following, an excerpt from his remarks:

HITHERTO I have treasured the thought that our system of broadcasting was based upon private enterprise competing freely among themselves for public favor with the minimum of interference from the governmental licensing authority. I believed that broadcasters had the inherent right under the Bill of Rights of the Constitution of our country to broadcast programs of their own choice without fear of reprisal from the Communications Commission for what was said. I thought that Section 326 of the Communications Act which forbids the Commission from promulgating a regulation or fixing a condition which interferes with the right of free speech was specifically designed to insure that broadcasters, in spite of the fact that they were licensed by the Commission, had the same rights as the press under the First Amendment to the Constitution and that they would be free from fear of government reprisal for broadcasting programs of their own choice. Of course I know that broadcasters cannot, with impunity, violate penal laws applicable to everyone.

Now what has happened? We have the so-called "Blue Book" of the FCC which, in effect, fixes standards of programming. The Commission has regulations with respect to some of the business aspects of broadcasting. With the consent of Congress, the Commission has a full-scale investigation now going on with respect to other business aspects of broadcasting. Committees of Congress are concerning themselves with several other aspects of broadcasting. Now, I am not questioning the perogatives of Congress and I am satisfied that it is motivated by what it believes to be the demands of the public.



COMR. CRAVEN

However, in this connection I consider the industry to be its own worst enemy. For this trend toward more and greater government control of the economic aspects of broadcasting appears to be inspired to a large extent by the actions of certain elements of the broadcast industry itself.

After acting with what was supposed to be prudent business judgment, certain entrepreneurs discovered that their judgment just didn't pan out as they originally expected. Consequently they ran to the government to bail them out. A few others who enjoyed more fortunate economic situations took advantage of every legal procedural device in the Communications Act to stop competition. Still others seek and encourage the Commission to engage in economic planning through the assignment of channels to the various markets. Is this indicative of the pioneering spirit which carved this country out of the wilderness and made it great?

Another matter which gives me painful concern is the apparent confusion and indifference which appears to grip the minds of many broadcasters. How many are willing to fight to preserve their rights under the Constitution with respect to freedom of expression? How many want the Commission to refrain from engaging in economic planning for the broadcast industry? And then again how many would prefer that the Commission give them economic protection over and above the existing laws relating to unfair trade, restraints upon competition and other unlawful monopoly which apply to all business enterprises? What more do those broadcasters who seek economic protection or control of competition desire? And what price are they willing to pay for such protection? Will these broadcasters surrender their rights under the First Amendment to the Constitution which the press holds dear? Will they accept the inevitable consequence of economic protection wherein the radio licensing authority regulates their rates and business practices and otherwise plans their business?

Hitherto I have felt strongly that successful radio broadcasting in this country depended upon the confidence of the public in the independence of the broadcaster from government control of the expression of opinion and news. The public's confidence in this independence is the vital difference between the American system of broadcasting and that which prevails in other countries. In the past, I have fought for the principle of no interference by the Commission with either the programs or the business of broadcast licensees. One of my problems now is to determine whether I should continue this fight if the broadcast industry itself is apathetic.

enjoined. This will probably result in a consent decree, it was understood. No dates have been scheduled for this action.

Stations fined were WHAT, WPEN, WIP, WDAS, WIBG, WJMJ, WCAU, WFIL, and KYW (the last at that time the Westinghouse outlet in Philadelphia). In the civil action which seeks to enjoin the so-called violation, Westinghouse is not a party since it no longer has any radio properties in Philadelphia.

Stanton Replies 'Nonsense' To ALA Censorship Charges

CBS President Dr. Frank Stanton and Moss Hart, president of the Authors League of America, exchanged letters last week over ALA's charge that radio and television networks imposed "a virtual blackout" over the air of news of the report of the House Judiciary Subcommittee [Celler Report, B•T, June 17]. Dr. Stanton denied this charge insofar as it was leveled against CBS and Mr. Hart promptly rejoined that the CBS president's reply was unsatisfactory.

Dr. Stanton's letter to Mr. Hart Monday was prompted by a telegram the playwright had sent to the heads of three networks on June 12, citing the report's conclusions relating to broadcaster practices in connection with alleged discrimination against writers and composers of music. Other network heads have not replied.

Dr. Stanton claimed in his letter that ALA's two main allegations are "nonsense." He said that (1) "There was no blackout" of news on the Celler Report since two of CBS Radio Network broadcasts on June 9 and the main CBS-TV newscast on June 10 covered the report, (2) "There was no censorship" imposed by CBS management, because, in the case of all CBS news, "at no time were there any instructions—direct or indirect—to our news editors that they should or should not cover the Celler Report, or if they covered it, how they should do so." He termed ALA's "censorship" charge "scandalous."

Mr. Hart, in reply, asserted that Dr. Stanton "must assume responsibility for suppression of news by the CBS news department." He claimed that "When an error of judgment is made by your news editors, it is the error of CBS." ALA's charge of "censorship" did not mean that Dr. Stanton "dictated specifically to the CBS news department . . . censorship can be more subtle than that," said Mr. Hart. He argued that CBS editors choose their material for the air "with a clear understanding of CBS policy . . . you would not keep them on the job otherwise."

Kratter Drops St. Cloud Bid

MARVIN KRATTER last week withdrew his application for ch. 7 in St. Cloud, Minn. Upon Mr. Kratter's withdrawal, Central Minnesota Television Co. asked the FCC to expedite the shifting of ch. 7 from St. Cloud to Alexandria, Minn., and the move of ch. 36 from Alexandria to St. Cloud. Central Minnesota requested that the moves be completed before the August recess.

NETWORK STUDY GROUP REPORT NOT TO BE READY UNTIL SEPT. 30

THERE isn't going to be any network study report until Sept. 30.

That became official—following several weeks of rumors—last week when the FCC Network Study Committee officially postponed to the third quarter the report of the study which began in September 1955. The original target date was June 30.

The Network Study Committee—comprising FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer—declared that "it is not possible for the staff to meet this date [June 30].

"The problems under study are complex and require processing and analysis of a great volume of data," the Committee said. "This has required more time than had been anticipated."

Much time of the staff has been expended, the Committee said, in "protracted negotiations and some litigation occasioned by unanticipated resistance of a component of the industry to supply required information."

This last refers to the current juridical squabble involving four tv film producer-distributors. Originally seven film firms refused to submit requested data, but following the issuance of subpoenas, three agreed to comply (see page 70).

When the report is completed, it will go to the four-man Commission committee. After they have made their analysis and recommendations, it will then be submitted to the full Commission for action.

The report will be a complete report, according to Dean Roscoe R. Barrow, director of the study. It will present an anlysis of the pros and cons in various areas of interest, with recommended solutions. The U. of Cincinnati law school dean declared there will be no preliminary reports before the final overall submission.

Mr. Barrow also stated that the three-month extension means that his entire 12-man staff would remain on the job until Sept. 30. The staff comprises a number of regular FCC employes in addition to those serving on a "when actually employed" pay basis. There are eight full time and four part time employes.

The FCC was given $80,000 in the 1956 fiscal year budget for the network study, and $141,000 in the 1957 fiscal budget. There is no provision for study funds in the 1958 budget, although the Senate declared that it was its belief that the study should be completed using regular Commission monies.

Up to May 31, the network study has cost $103,400 in personal services (salaries) and $15,300 in travel expenses out of the $141,000 allocated in the 1957 budget. It is understood that the total $141,000 will be expended by the end of the fiscal year, June 30. The study staff has not been charged for supplies, telephone service and other housekeeping items.

The three-month extension will cost the FCC an estimated $50,000, it was understood. This will have to come from the Commission's regular funds—probably through failure to fill vacancies in personnel and in other savings.

FCC Head Answers Magnuson Query on Limiting Translators

THE FCC has taken no action to prohibit translator stations from operating in cities where there is a regular tv station, Chairman George C. McConnaughey emphasized last week in a letter to Sen. Warren Magnuson, chairman of the Senate Commerce Committee.

Mr. McConnaughey was answering an earlier letter from the senator relating to present rulemaking before the Commission which would limit translators to non-tv cities. Included in Sen. Magnuson's query were approximately 1,400 letters the Senator had received which opposed the proposed rulemaking.

"Translators are intended as an emergency, stop-gap measure designed to bring television to communities and areas without service," Mr. McConnaughey said. "The Commission feels that it would not be proper to license translators in such a manner that the establishment and development of conventional television stations would be precluded or significantly retarded in certain communities and areas with the result that the public would be deprived of the manifold advantages and benefits to be derived from local television outlets."

He pointed out that translators merely pick up the signals of other tv stations and rebroadcast them on one of the 14 upper uhf channels. They have no local studios and originate no local programs.

Of those commenting on the Commission's proposal to limit translators, approximately 2-1 were against the rule-making [B•T, June 10]. "I can assure you that the views of all parties will be afforded careful attention before our [FCC] final report is issued," Mr. McConnaughey wrote.

FCC Says It Will Accept Bids For 5 Kw Day on Mexican Clears

THE FCC announced last week that it would accept applications for 5 kw operation on Mexican clear channels during daytime hours, but that it would delay processing them until the January 1957 agreement between the United States and Mexico is ratified by the Senate.

Under present rules, daytime powers of U. S. stations on Mexican clear channels (730, 800, 900, 1050, 1220 and 1570 kc) are limited to 1 kw. Such stations also are prohibited from putting more than a 5 uv/m groundwave signal at the Mexican border.

The U. S.-Mexican agreement signed earlier this year permits these stations to operate with 5 kw, but limits power to 1 kw on the following frequencies: 800 kc, 820 miles from Ciudad Juarez, Chihuahua; 1050 kc, 620 miles from Monterrey, Nuevo Leon; 1570 kc, 620 miles from Ciudad Acuna, Coahuila.

HOUSE HEARING AIRED IN CALIF.

- **Walter defies Rayburn ban, allows radio-tv coverage**
- **Scott bill would provide equal access for all media**

TV CAMERAS portrayed proceedings at the House Un-American Activities Subcommittee hearings in San Francisco Thursday while Speaker Sam Rayburn, in Washington, and Chairman Francis Walter (D-Pa.), presiding at the hearing, conducted a transcontinental sparring match. The chairman was ahead on points late Thursday.

The hearings brought a series of electronic evolvements as the legislative jockeying was accompanied by the unfolding of a Communist charge against a KCBS San Francisco announcer and the suicide of a scientist called as a witness.

Also Thursday, Rep. Hugh Scott (R-Pa.), a member of the House Rules Committee, entered the fight on the side of Rep. Walter. He introduced a resolution (H Res 282) which would provide "equal access for all news media before proceedings of the House."

Mr. Scott said that he first became interested in the right of radio and TV to cover House hearings while he was chairman of the Subcommittee on Legislative Procedure during the 83rd Congress. This committee held hearings in 1953 on the rights of witnesses before Congressional bodies, which took up the question of radio-TV coverage.

Radio and TV, as news gathering media, should be accorded the same privileges given print media in reporting the proceedings of Congressional hearings, Rep. Scott said. The resolution was referred to the rules committee, and its author said that he would press the committee to call it up for hearings.

All day Thursday Speaker Rayburn and Chairman Walter recited their conflicting versions of broadcast coverage to eager newsmen. The Speaker said several times that he had flatly banned broadcast coverage of House hearings. Chairman Walter, on the other hand, said he didn't figure the Speaker's ruling in the last Congress carried over into this one.

While Speaker Rayburn kept repeating his broadcast ban Thursday, Chairman Walter kept the hearing room open to cameras, microphones and tape recorders. Everybody was surprised Thursday morning when KRON-TV San Francisco had its cameras working in the hearing room after the Speaker had told newsmen in Washington that this must not be done. KCBS had a tape machine recording the proceedings.

Speculation was running high on Capitol Hill Friday morning on any possible punishment faced by Rep. Walter for defying the Speaker's ban. Rep. Clarence Cannon (D-Mo.), author of the House official guide on procedure, said Mr. Walter faces possible contempt action for his refusal to accede to Mr. Rayburn's edict.

Thursday afternoon the tv pickup switched to KQED (TV), educational station, following a split-day pattern set up early in the week. Late Thursday Speaker Rayburn decided not to answer any more questions when he learned about the KRON-TV and KQED pickups. House members watched developments on lobby news tickers, noting that members and committee chairman frequently challenged rulings by the Speaker.

A KCBS announcer, Louis Earl Hartman, 42, was suspended Wednesday by Henry Untermeyer, KCBS general manager, after he refused to answer committee questions about alleged Communistic affiliations. Mr. Hartman, broadcasting as Jim Grady, had been doing a daily commentary about San Francisco history and culture since 1949. The station said he had signed a statement in 1950 denying membership in the Communist Party or any other subversive group. He refused to answer committee questions, citing the recent Supreme Court decision in challenging relevancy of the inquiry. He said he was not invoking the Fifth Amendment.

WHILE *House Speaker Sam Rayburn issued repeated demands that they be stopped, KRON-TV San Francisco cameras continued coverage of Un-American Activities Committee hearings in that city with the consent of Chairman Francis Walter (D-Pa.). KQED (TV), local educational station, carried the coverage in afternoons, KRON-TV in the morning. Here Dorothy Jeffers, Thursday witness, testifies while cameras and microphones feed tv and radio stations.*

Mr. Untermeyer issued the following statement:

"It is the policy of CBS Inc., because of the nature of its business, not to employ or retain in employment members of the Communist Party or of other subversive organizations. Pursuant to this policy, CBS has, since 1950, required employes to make full disclosure of their membership, if any, in subversive organizations as listed by the U. S. attorney general. Mr. Louis Hartman filled out and signed the CBS questionnaire, in which he denied membership in the Communist Party or any other subversive organizations.

"Accordingly, until the time of the current San Francisco hearings of the House Un-American Activities Committee, CBS has had no indication that Mr. Hartman was a member of the Communist Party or any other subversive organization. Nothing in the content of his broadcasts in any way indicated subversion or sympathy for Communism.

"The questions put by the House Un-American Activities Committee to Mr. Hartman indicate that the committee believes that it has evidence of Mr. Hartman's Communist Party membership activities. Mr. Hartman has the personal privilege of refusing to answer these questions and of putting to judicial test his legal right to do so.

"But the questions put by the committee and his failure to respond, while not proof of Mr. Hartman's Communist membership or activities, raise a serious issue concerning such membership and activities and require further study by CBS within the limit of its powers. Pending completion of such study, we have suspended Mr. Hartman's employment with us and shall not permit him further access to our broadcast facilities."

Douglas Elleson, KRON-TV program manager, told B•T the station would keep cameras in the hearing chamber until it receives an order from an authoritative source "directing us to terminate our public service activities in this matter." When told about Speaker Rayburn's repeated demands that telecasting be stopped, he said, "Should we be required to terminate our telecasts we will request that newsreel cameras and radio also be barred. We believe we are performing a useful public service and flatly reject any charge that televising the hearing makes a spectacle of it."

Sunday, June 16, William K. Sherwood, 41, was found dead in his Hopkins Marine Laboratory at Pacific Grove, near Monterey, Calif. Mr. Sherwood had been scheduled to testify before the committee the next day. Mr. Sherwood was said to have written a note explaining he had "a fierce resentment of being televised." A friend Attorney Bertram Edises, of Oakland, Calif., said the scientist became upset when he heard the hearings would be telecast.

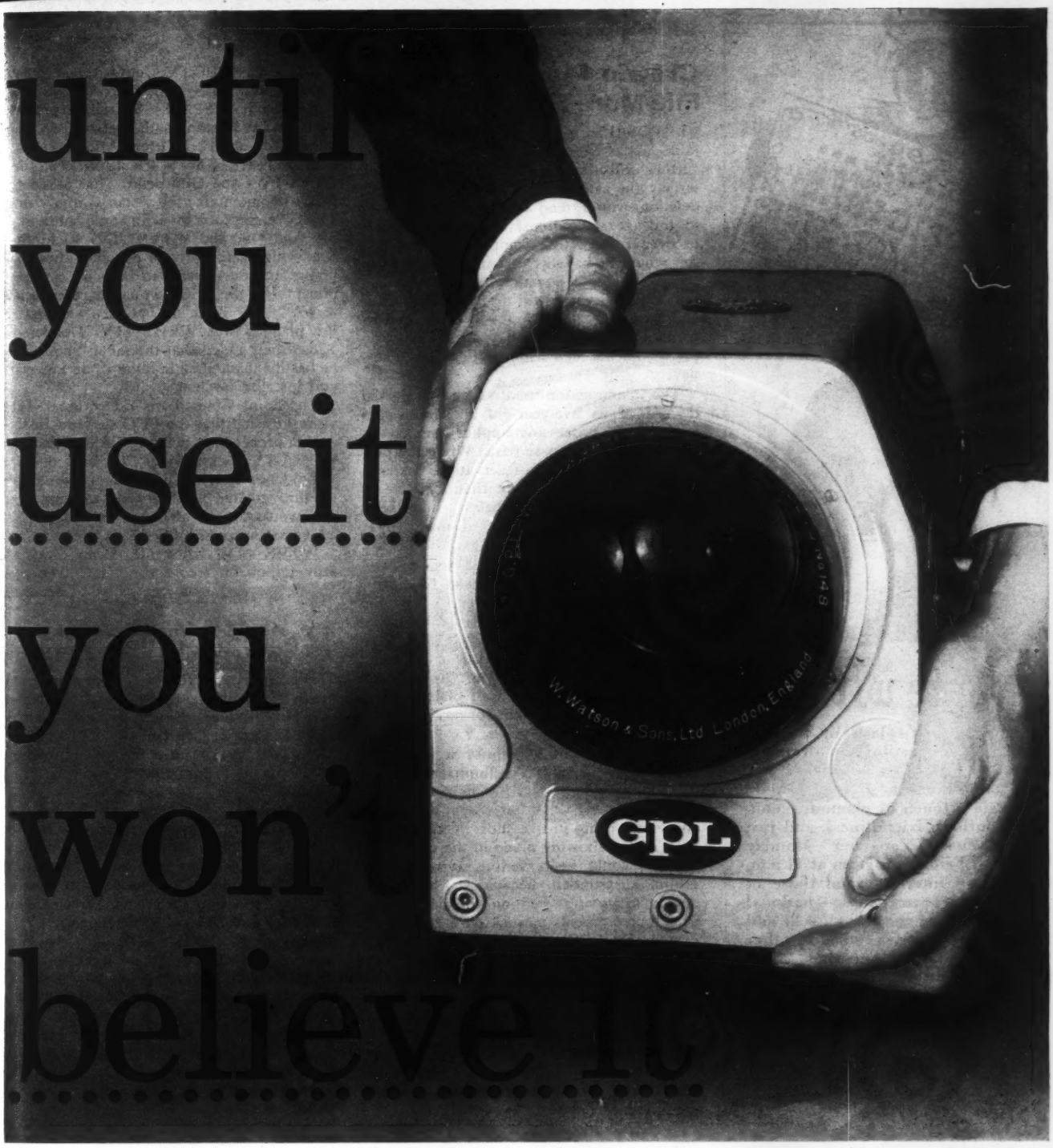
Frank Tavenner, committee counsel, said Mr. Sherwood had been subpoenaed as a witness.

KSOO Favored for Ch. 13

FCC EXAMINER Charles J. Frederick has issued an initial decision favoring KSOO Tv Inc. for ch. 13 in Sioux Falls, S. D.

KSOO had made an agreement with competing applicant, Video Independent Theatres Inc., to reimburse Video for expenses incurred in the preparation of its application. The agreement called for a cash settlement of $2,939.39.

Owners of the favored applicant are Morton H. Henkin and family. The Henkins own and operate KSOO Sioux Falls.



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Craven Plan Opponents File More FCC Comments

PROPOSALS to abandon the television table of assignments last week met with further objections from those concerned for largely the same reasons already expressed: deletion would tend toward a breakdown in mileage separations; expose uhf outlets to even more lethal competition; and forfeit whatever benefits that might arise from the Television Allocation Study Organization whose findings will not be available for another year or 17 months. These sentiments were made known to the FCC in reply comments filed with the FCC last Tuesday.

The Commission had suggested partial discard of its five-year-old allocation plan in favor of processing applications on an individual case-by-case basis. While the proposals included certain reservations for educational outlets and international treaty agreements, they nonetheless had been greeted with considerable dismay [B•T, June 10].

Very few broadcasters had spoken well of the plan, originally proposed by Comr. T. A. M. Craven, with some exceptions, the largest of which was CBS which had described the idea as "a substantial step in the right direction." The network cited some apprehension such as concern for mileage separations; but it made itself plain when it said the plan would make "for more efficient use of channels."

But the Assn. of Maximum Service Telecaster last week said "To eliminate the table of assignments—the keystone of the great nationwide system of television which has come into being in five short years—on the basis of the showing made in the comments herein—would be a serious error." The group, disgruntled because it had been denied a previous petition for time extension for comments a week earlier, then repeated that FCC's time allotment was "inadequate." It added to foregoing complaints, such as insufficient protection for uhf, that the Craven plan would also make current FCC procedures more complicated and time consuming.

In a survey of the comments made previous to the reply comments AMST reported that 32 operating stations were for abandonment and 45 opposed. It also noted that 21 tv station interests were for deletion with 32 against. Networks and organizations were tabulated as five for the proposal and two opposed.

A number of stations took an apprehensive position and called on the FCC to disregard all comments that went beyond the scope of its original proposals, or otherwise offer new rulemaking to widen the plan so that they could reply on all the issues at hand.

These outlets included WRBL-TV Columbus, Ga.; WBAL-TV Baltimore; WISN-TV Milwaukee; WJHP Jacksonville, Fla.; WESH-TV Daytona Beach, Fla.; KWK-TV St. Louis; WNDU-TV South Bend; KGGM-TV Albuquerque; WEWS (TV) Cleveland; KTHV (TV) Little Rock; KIEM-TV Eureka, Calif.; KBES-TV Medford, and KOTI-TV Klamuth Falls, both Ore.; WCNS (TV) Baton Rouge; WSPA-TV Spartanburg, S. C.; WHDH-TV Boston; and Trebit Corp., applicant for ch. 12 in Flint, Mich.

Stations WAZL-TV Hazleton, Pa., and KFVS-TV Cape Girardeau, Mo., asked the FCC to maintain the "status quo" until TASO "came forward with some solution or proposal." So did WTVR (TV) Richmond, Va., which said "private benefit rather than public interest appears to influence the proponents" of the FCC's would-be rulemaking.

WLOS-TV Asheville, N. C., was against the plan as was WEHT (TV) Henderson, Ky., which added that the table "should not be hastily abandoned in favor of an awkward and inferior" system.

The Joint Council on Educational Television insisted that the FCC suspend further docket proceedings pending TASO's findings. WFGA-TV Jacksonville, Fla., said deletion "would not simplify procedures, would not provide greater flexibility of assignments," and would "mark abandonment of (FCC) allocation responsibilities."

WTVK (TV) Knoxville, Tenn., was the only station on record for the Craven plan among the reply comments filed at deadline.

Test of FCC Authority Looms In New York Film Case Tomorrow

THE authority of the FCC to require competitive economic information from television film producer-distributors will be tested in U. S. District Court in New York tomorrow (Tuesday) when a federal show cause order against four film companies is returnable.

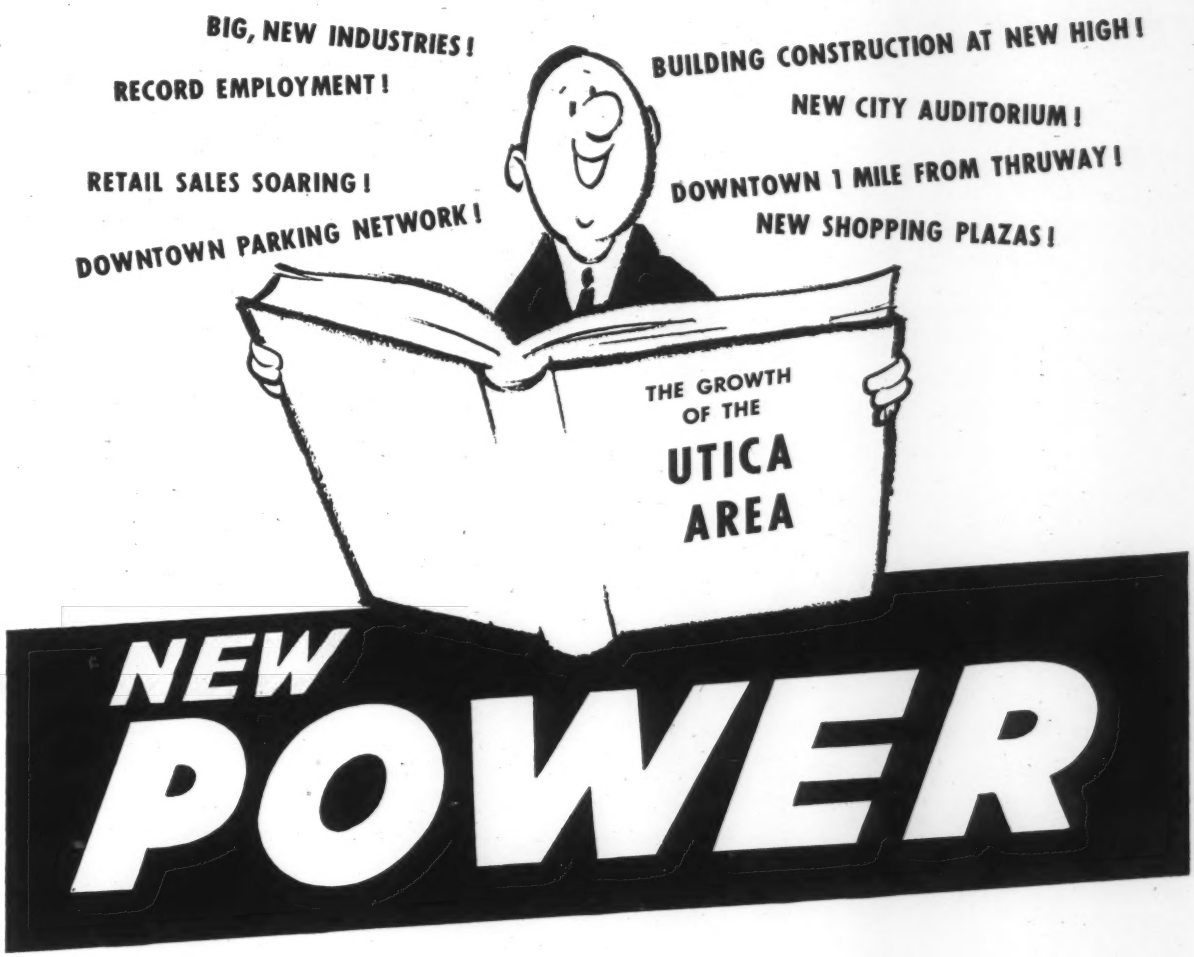
The show cause order was issued two weeks ago after the four companies refused to honor an FCC subpoena for business information requested by the network study staff [B•T, June 17]. The four companies are Ziv Television Programs, Screen Gems, MCA-TV and Revue Productions.

Meanwhile subpoenas against two film firms were withdrawn last week by FCC Chief Hearing Examiner James B. Cunningham following their submission of information to the FCC network study staff. These were Entertainment Productions Inc. and Television Programs of America. A third company, Official Films Inc., which has agreed to furnish the desired data, was given to July 1 to comply.

FCC Notifies Broadcasters

LETTERS have been sent by the FCC to the American Broadcasting Network, Storer Broadcasting Co., DuMont Broadcasting Stations and four tv outlets calling attention to Federal Trade Commission charges of false ad claims against American Chicle Co., Long Island City, N. Y., for allegedly misrepresenting the merits of Rolaids (alkalizer) [B•T, May 20].

The four stations receiving the notices were: WMAL-TV Washington, D. C.; WJW-TV Cleveland; WDSU-TV New Orleans, and WGN-TV Chicago. The charges against American Chicle were based on the FTC's special radio-tv monitoring service which coordinates with the FCC.



IN PURCHASING!

Utica tied for 4th place in proportionate increase in department store sales in 1956 among the 20 top northeastern metropolitan cities, as new industries joined expanding "natives" to give the Utica area the largest proportionate increase over last year in total non-agricultural employment of all major New York State markets . . . pushed Utica's average production wage up a record 30% in 7 years! *Utica Area Annual Retail Sales (estimated): $352,000,000! This is real purchasing power!*

IN TV COVERAGE!

And WKTV matches this purchasing power with *selling power* — the first television station in Central New York to broadcast with maximum visual power of 316,000 watts . . . equal in strength to any VHF television station in the United States! WKTV brings the *best possible picture* with the *greatest continuity of service* to the *widest possible audience* — both in black and white and in color! Tell your story to this rich market through its *strongest medium* — WKTV!

WKTV serving UTICA-ROME New York

Represented nationally by Donald Cooke, Inc.

Now telecasting with maximum visual power of 316,000 watts

Above-890 mc Hearing Agenda Set For July

BROADCASTING interests will have a chance starting next week to tell the FCC about their space requirements in the radio spectrum above 890 mc now that most of the non-broadcaster witnesses have been before the Commission.

For the first time in 12 years the FCC has been holding a full scale allocation hearing on any sizable portion of the spectrum, and the study of these increasingly congested bands is expected to last into the autumn. The hearings started in late May, and a swarm of industrial users have since testified at length, three days a week.

Now broadcasters and allied interests will make their case. To date, they are primarily interested in the following bands: 890-952 mc for radio and tv aural communications; and 1990-2110, 6875-7125, and 12,700-13,200 mc, involving radio and tv studio-transmitter links, remote pickups, and intercity relays. One issue of concern to broadcasters is what position the FCC ultimately will take regarding the common carrier-private operator struggle for preferential use of microwave systems.

Common carriers (telephone and telegraph) feel they should get almost exclusive rights to the microwave portion of the spectrum. But the Department of Justice has stated in a letter to FCC Chairman George C. McConnaughey, "We are of the opinion that, by preferring common carrier operation of such systems, competition would be distinctly lessened and monopoly encouraged in the manufacture, sale and use of the communications facilities adapted to this area of service."

The letter also said, "There is nothing in the Communications Act to indicate that any particular portion of the radio spectrum, such as the microwave region, should be turned over to the common carriers."

Chairman McConnaughey replied that the Justice Dept.'s views will be "fully considered" and made part of the official 890 mc and above docket.

The witness list for July:

Week of July 1—American Newspaper Publishers Assn., National Community Television Assn., Jerrold Electronics Corp., and Dage Television Division.

Week of July 8—NARTB and KBMB-TV Bismarck, N. Dak.

July 15—WMCN Grand Rapids, Mich., and KOTI (TV) Klamath Falls, Ore.

July 22—Raytheon Mfg. Co. and General Electric Co.

July 29—The Joint Council on Educational Television, Collins Radio Co., Westinghouse Electric Corp., and Motorola, Inc.

RETMA will be the final witness in early September.

FCC Grants New Stations In Ponce, Philadelphia

FCC last week announced the grant of construction permits for a new tv in Ponce, P. R., and a new radio in Philadelphia.

Ponce Tv Partnership was granted ch. 7 with power of 1.408 kw visual, 704 w aural and antenna height above average terrain of 199 ft. Ponce owners are George, A. Mayoral, William Cortada and Luis A. Ferre. Mr. Mayoral is executive vice president of WJMR-AM-TV and WRCM-FM New Orleans, La., Mr. Cortada is 35% owner of WJMR-TV.

Lawrence M. C. Smith was authorized 900 kc, 1 kw directional antenna daytime. Mr. Smith owns WFLN (FM) Philadelphia and 30% of WAEB Allentown, Pa., and is a minority stockholder in WGMS-AM-FM Washington, D. C. Mr. Smith had protested the sale of WGMS to RKO Teleradio Pictures Inc. His motion for denial of sale approval was turned down in an initial decision issued April 29 [B•T, May 6].

FCC Reaffirms KEAR Transfer; Stockholder's Protest Is Denied

THE FCC has reaffirmed its September 1956 approval of the $500,000 sale of KEAR (now KOBY) San Francisco by S. A. Cisler to David Segal. A group of preferred stockholders, led by attorney Milton Stern Jr., had protested the sale on the grounds they and others had contributed $102,000 over 2½ years to keep the stations good music format.

Mr. Cisler owned all of KEAR's common stock and sold the station to Mr. Segal over the protests of the Stern group. At the time of the sale, KEAR had been forced off the air for non-payment of $19,000 in taxes, but began broadcasting again soon afterward.

Following the protest, the FCC scheduled a hearing on the transfer of KEAR. The Commission action last week upheld its grant last September and denied the protest by the Stern group.

FTC Charges Radio Advertiser With False Pricing, Labeling

THE Federal Trade Commission has charged Benjamin B. Caniglia, trading as International Co., Fullerton, Calif., with inducing customers to buy furs at regular prices, by representing goods as bargains offered winners of radio contests.

According to the FTC complaint, which alleges violation of the Fur Products Labeling Act, Mr. Caniglia mails credit checks to prospects with a message stating they have won contests conducted over KBAB El Cajon, Calif., and XERB Tijuana. Fictitious pricing, labeling and invoicing irregularities are charged in the complaint. Mr. Caniglia has 30 days to file an answer, and a hearing before an FTC examiner will take place Aug. 14 in Fullerton.

Veteran FCC Staffers Retire

TWO veteran FCC staff employes have wound up their government careers, each with more than 30 years of service. Miss Helen Marston, chief of the fm license section of the Broadcast Bureau since 1947, has retired. Mrs. Mary Ellen Sprague, chief of the mail and files division in the Secretary's office, leaves the Commission at the end of this month.

USIA Gets Slashed Budget

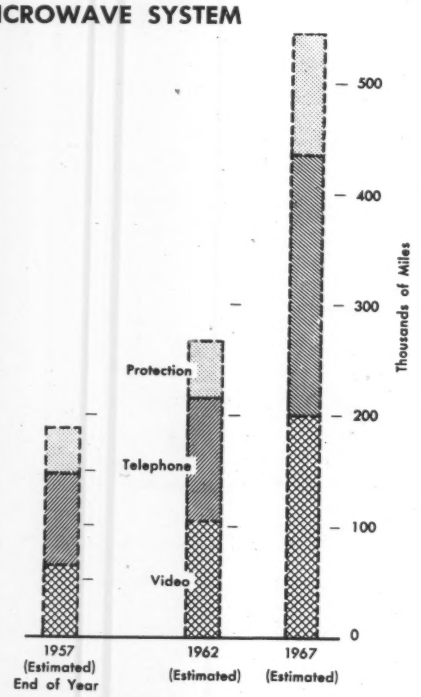
A BUTCHERED budget for the U. S. Information Agency's operations in fiscal year 1958, has been signed by President Eisenhower without comment. The agency, which is the parent of the Voice of America, got $96.2 million instead of the $144 million originally requested by the White House and the $106 million recommended by the House.

AT&T OUTLINES MICROWAVE SYSTEM

USE of broadband microwave relay facilities by the AT&T for intercity connections for telephone and video traffic is shown in this chart submitted by Gordon N. Thayer, AT&T chief engineer, at the current FCC hearing into allocations above 890 mc.

Each of the facilities provide one-way channels, 4 mc or wider. At the end of 1956, Mr. Thayer said, this amounted to 143,000 miles (with over 50,000 miles for tv services); in 1962, this will have grown to 270,000 miles (with over 100,000 miles for video); and in 1967 to 550,000 miles (with 200,000 miles for video). This growth, Mr. Thayer emphasized will come not only from added demand for intercity services, but also because of an increasing use of microwave radio relays for intrecity use.

AT&T Radio Engineer Francis M. Ryan told the Commission that he foresaw 100,000 large city (1 million or over population) AT&T customers using video services in the 1970-80 era. These services, he explained, included closed circuit tv, subscriber-to-subscriber tv, and other visual services over Bell lines.



Most honorable report: Miami prefer "Destination Tokyo"

Miamians had a choice of two trips to Tokyo one recent Sunday night from 10:00 to 12:30. Station WTVJ showed Warner Bros.' "Destination Tokyo", starring Cary Grant and John Garfield, while WCKT had MGM's "Thirty Seconds Over Tokyo", starring Spencer Tracy and Van Johnson.

Results: a 25.4 ARB rating for the Warner Bros. film distributed by A.A.P.; a 9.1 rating for the other Tokyo story, shown during the same time period.

This kind of pulling power for Warner Bros. features is being repeated in market after market from coast to coast. For rates and availabilities, write, wire or phone

a.a.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., MUrray Hill 6-2323 NEW YORK
75 E. Wacker Dr., DEarborn 2-2030 CHICAGO
1511 Bryan St., RIverside 7-8553 DALLAS
9110 Sunset Blvd., CRestview 6-5886 LOS ANGELES

CBS-TV EXPANSION BEGINS IN HOLLYWOOD

AS STEP TWO in its long-range plan for Television City in Hollywood, CBS-TV last week announced the start of construction of new facilities there to expand those built in 1951. The new additions are reported to represent an outlay of $6-7 million.

The latest facilities consist of two new studios, seven rehearsal halls, a new administration building and an enlargement of the service complex, including provision for making and storing many of the elements required for program production. The new studios, said to be the largest ever built for television, will have a floor area of 14,100 square feet, 2,100 feet larger than for existing studios.

The new eight-story office building will centralize the administrative and general office functions of CBS-TV's west coast network operations, placing in one building personnel now separated in three locations. The building will be surfaced with glass. It will contain about 110,000 square feet of floor space and will make available for production facilities a substantial amount of space now occupied by offices in the existing Service Building.

The studios, designed for both black-and-white and color broadcasting, will contain —exclusive of the 14,000 square feet of floor area—such adjuncts as directors' booths, sound effects rooms, control rooms, technical work and storage areas, on-stage dressing rooms for quick wardrobe changes during shows, rooms for directors' conferences with cast and crews during rehearsal, and viewing room for sponsors and their agency representatives.

The network said that rehearsal halls, ranging in size from approximately 3,700 to 6,000 square feet, will "eliminate the present impractical necessity of leasing additional halls outside of Television City for preliminary rehearsal before cast and crew move into broadcast studios."

The new construction, according to CBS-TV, will also include an enlarged complex of wardrobe, makeup, hairdressing and dress rooms; new areas for film services and tape storage; viewing rooms for watching shows on the air or by closed-circuit showings; an escalator—said to be the first installed specifically for this purpose—which will take actors from the ground floor, where the makeup-wardrobe-hairdressing room complex is located to the first-floor studios. The construction is expected to be finished by late 1958.

CBS-TV said the expansion was undertaken to accommodate the increase in programming load since the original plant was built in 1951, adding that the extra space requirements of such programs as *Playhouse 90* and *Climax*, plus the future requirements of the CBS-TV program schedule, are reflected in the new construction plans.

The new studios and offices will be integrated with the existing ones as part of a master plan devised by Pereira & Luckman, Los Angeles architects. The original 15-acre plant, dedicated in 1952, was built at a reported price of $12 million. It is envisaged that Television City ultimately will encompass 25 acres, with expansion of facilities as required and will represent a total cost of about $50 million.

ON-SITE inspectors as work gets underway on expansion of CBS-TV's Hollywood Television City are Howard Meighan (l), vice president in charge of the Western Div., and Frank Michal of the network's Production Services Div.

Mentholatum, Star-Kist Sign $1.5 Million NBC-TV Schedules

NBC-TV reported last week it has boosted its daytime gross billing by $1.5 million in signing new advertising schedules for Mentholatum Co., through J. Walter Thompson, New York, and Star-Kist Foods Inc., via Honig-Cooper Co., Los Angeles.

Mentholatum will sponsor second quarter-hour segments of *The Price Is Right* (Monday-Friday, 11-11:30 a.m. EDT), *Bride And Groom* (Monday-Friday, 2:30-3 p.m. EDT, starting July 1) and *Comedy Time* (Monday-Friday, 5-5:30 p.m. EDT) on alternate Fridays for 26 weeks starting Oct. 11. Mentholatum also has signed for the second quarter-hour of *The Price Is Right* and the first 15-minute period of *Queen For a Day* (Monday-Friday, 4-4:45 p.m. EDT) on alternate Fridays for 26 weeks starting Oct. 14.

Star-Kist will sponsor the first quarter-hour segment of *Tic Tac Dough* (Monday-Friday, 12-12:30 p.m. EDT) on alternate Fridays over a 13-week period starting Aug. 16.

CBS Signs Half Million In New Business, Renewals

CBS RADIO contracted last week for $500,000 worth of new business and renewals, it is to be announced today (Monday) by John Karol, vice president in charge of network sales.

A. E. Staley Mfg. Co., Decatur, Ill., bought a weekly quarter-hour of CBS radio's *Arthur Godfrey Time*. The contract, for 52 weeks beginning July 19, was arranged through Ruthrauff & Ryan.

Cowles Magazines for *Look Magazine* purchased two segments of *Amos 'n' Andy* June 26 and 27 through McCann-Erickson.

General Foods Corp. for Baker's Instant Chocolate, signed to sponsor a weekly quarter-hour simulcast of *Arthur Godfrey Time* beginning July 9. Agency is Young & Rubicam.

Campana Sales Co., Batavia, Ill., renewed sponsorship of a weekly segment of the *Robert Q. Lewis Show*. Contract for 13 weeks beginning July 13 renews Campana's Saturday sponsorship. Agency is Erwin, Wasey Co.

MBS Details Rates Under Revised Format

PRICE schedule for participations in Mutual's new hourly newscasts—and in other elements of the network's new, essentially music-and-news format that went into effect June 2—was disclosed officially last week.

In the new format, Mutual turned most of its programming over to its affiliates for local sale and is concentrating its own basis sales efforts on (1) the five-minute newscasts carried every hour on the half-hour, and (2) the mystery strip which fills the 8:05-8:30 p.m. period Monday through Friday. In addition, it is continuing certain sponsored programs that were carried under the old format and have renewed under the new; is selling sportscasts and similar special events (the baseball *Game of the Day*, for example), and is offering other time periods in tailor-made packages subject to affiliate clearance if sold.

On and around the network newscasts, three types of purchase are available: the five-minute news program itself; a 20-second spot announcement following the newscast, and a eight-second ID after that.

For "premium" newscast times—9:30 and 10:30 a.m., and 12:30, 1:30, 5:30, 6:30 and 7:30 p.m.—the full five-minute rate is $750, the 20-second announcement costs $300, and the eight-second ID charge is $150, all figures covering both time and talent. On all other newscasts on the half-hour, the comparable rates are $500, $200 and $100, respectively, except that they're reduced by approximately 50% in the case of the 2:30, 3:30 and 4:30 p.m. newscasts during the summer months when Mutual carries *Game of the Day* and these newscasts accordingly go only into non-basball areas.

Another exception is the 7:30 and 9:30 p.m. newscasts, which are handled by Gabriel Heatter and have an additional premium charge attached. These cost $1,000 per broadcast, time and talent.

Approximately 70% of the available newscasts already have been sold—a total of 81 out of 114 per week—and officials say they expect a complete sell-out within a few weeks [CLOSED CIRCUIT, June 17]. In addition they look for a reasonably early sell-out of the 20- and 8-second announcements following the newscasts.

The mystery strip in the 8:05-30 p.m. spot

Monday through Friday is being offered at $748 per five-minute period, but may be bought in longer segments (rates on request).

The rate details were outlined in a booklet issued by the network last week to promote its new format to advertisers and agencies. The booklet, titled *Triple Advertising Plan* (TAP), stresses that in the time period which Mutual reserves for network sales, the new affiliation contracts assure MBS advertisers of getting "automatic clearance of all markets under contract"—and that almost 400 affiliates have already signed the new agreements.

The "triple advantages," the booklet points out, are that the news-and-music format offers "programming based on the things radio does best"; that network advertisers get "automatic station clearance and market penetration," and that the plan offers "flexibility of advertising unmatched in broadcast history," with opportunities for large, small, seasonal and all other advertisers according to their respective needs.

CBS Radio Promotes Kaylin

EDWARD KAYLIN, associate director of sales presentations for CBS Radio, also will assume the duties of administrative manager of the advertising and sales promotion department effective immediately, it was announced last week by Louis Dorfsman, director of advertising and sales promotion for CBS Radio. Mr. Kaylin will supervise and co-ordinate departmental operations including budget, personnel, media and allied matters in addition to continuing his duties in sales presentation.

Draper Slated For CBS Radio

CBS RADIO, in a continued bid for the teenage audience, today (Monday) is to announce a new 25-minute program starring recording star Rusty Draper. The show will be heard weeknights following the 8:35 p.m. news starting July 1. Mr. Draper has achieved success with the younger set with such fast-selling records as "Whispering," "Lazy River," and "Shifting Sands," CBS stated.

'Monitor' Billings Up 35% For This Over Previous Year

A TOTAL of $3,300,000, representing an increase of 35% in net billings over the previous year, was spent by advertisers during the second program year of *Monitor*, NBC Radio's weekend service, according to Matthew J. Culligan, vice president of the radio network.

Mr. Culligan pointed out that *Monitor* has had more than 80 advertisers since its inception in June 1955 and that the roster has been increased by 21 new accounts since the beginning of this year. During the two-year period a total of 10,485 participations have been sold.

"*Monitor's* success is positive proof of the fact that a major portion of radio listening is out-of-the-living-room and out-of-home," Mr. Culligan said. "Conventional surveys fail to adequately measure this large portion of the radio audience since America is primarily a nation on the move. Masses of people have radios with them wherever they go. . . . The average American family has an average of three radios, including car radios," he noted.

Lewis Reports Memorial Funds

FULTON LEWIS JR., MBS commentator (Mon.-Fri. 7-7:15 p.m. EDT), said last week that over $100,000 in listener contributions have been recorded in behalf of his broadcast campaign for the McCarthy Memorial Fund. Mr. Lewis established the fund immediately following the death last month of Sen. Joseph R. McCarthy (R.-Wis.).

WYATT HEDE FITZGERALD COX MESIBOV

Top Personnel Changes Announced by ABC-TV

ABC-TV announced a number of top personnel changes last week. Eugene C. Wyatt, national program sales manager of ABC-TV has been promoted to national sales manager for the network. Henry Hede has been named eastern sales manager and John Fitzgerald becomes director of sales service for ABC-TV. Mr. Hede has been business manager of network sales and Mr. Fitzgerald assistant business manager.

Effective July 15, Henry W. Cox, radio-tv programming manager at General Mills Inc., will re-join ABC-TV as national program sales manager; and effective today, Sid Mesibov, public relations director for Television Bureau of Advertising, becomes director of special exploitation projects.

Mr. Cox' appointment will be formally announced today by Mr. Wyatt. Mr. Cox was with ABC from 1944-1951 as production manager, resigning that year to join General Mills. He has also been with World Broadcasting Co.

Mr. Mesibov's move to ABC is the third in a series of switches from TvB to the network. Earlier, Oliver Treyz, TvB president, left to become vice president of ABC-TV, and Eugene Accas followed suit, leaving TvB to become the network's administrative vice president. Before joining TvB in 1955 Mr. Mesibov was exploitation director for Paramount Pictures and advertising-publicity manager for Warner Bros. Theatres in Philadelphia.

PERSONNEL RELATIONS

WPIX (TV), IBEW Revise Pact After 7-Hour Strike June 15

WPIX (TV) New York was struck June 15 by 33 engineer-technicians, belonging to Local 1212, International Brotherhood of Electrical Workers, and the station remained off the air from sign-on at 12:07 p.m. until 7 p.m. that day when tentative agreement was reached on a new two-year contract. The principal commercial program cancelled was the telecast of the New York Giants baseball game. The station was operated by supervisory personnel from 7 p.m. to 9:30 p.m., when the agreement was ratified by members and the workers returned to the job. Though WPIX would not reveal the terms of the settlement, a spokesman for the union told B•T the new contract provides a three-year escalator wage formula, ranging from $92.50 to $172.50 (up from four-year escalator of $85 to $165 in old contract); eight-hour day including "reasonable time for appropriate meals" (from nine-hour day, including one-hour meal period); and various fringe benefits, including increase in length of severance pay, definition of job assignments and provision for re-negotiation of contract if the station uses color tv equipment or video tape.

CBS Labor Problems Aired Before Both NLRB and Court

CBS Inc.'s case against Local 1212 of the International Brotherhood of Electrical Workers arising out of the abortive WCBS-TV New York "Tony" awards telecast last April 21, came up for two separate hearings Wednesday in New York.

The National Labor Relations Board began the first session. Both sides of the jurisdictional dispute concerned lighting assignments on tv remotes [B•T, April 29, *et seq.*]. Although IBEW asked I. L. Broadwin, NLRB hearing officer, for a postponement (on grounds that the electricians union was scheduled that same day to appear in Federal Court to contest NLRB's motion for a temporary injunction against Local 1212), Mr. Broadwin declined to wait.

Harold P. Spivak, counsel for Local 1 of the International Alliance of Theatrical Stage Employes, was granted a motion to make IATSE a party to the NLRB hearing.

Later, NLRB went before Judge Archie Dawson, Federal Judge sitting in the Southern District of New York, to argue a motion for injunction. William C. Fitts Jr., CBS vice president in charge of labor relations, appeared as a witness. Counsel representing CBS were Emanual Dannett of McGoldrick, Dannett, Horowitz & Golub, and E. Thayer Drake, a CBS attorney. Robert Silagi was counsel for IBEW.

AFTRA Raps L. A. Agency

THE LOS ANGELES chapter of AFTRA has put Action in Advertising, Los Angeles agency, and Leonard Robins, agency principal, on its unfair list. The union charges that the agency has paid AFTRA members "substantially less than scale" for their services, amounting to $10,000 to $13,000 in underpayments in a period of 2½ years.

Sir Seven
HERALDS A
REVELATION
FOR . . . . WSAU-TV

Sir Seven's squires, THE MEEKER CO., INC., have just proved beyond a dragon-shadow of a doubt that WSAU-TV is a good buy. Sir Seven invites you to "round-table-it-up" with the MEEKER MEN for this vital, fast moving, fact revealing presentation.

wsau-tv
WAUSAU, WIS.
OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

Schubert, Weintraub Form Telestar Films

ESTABLISHMENT of Telestar Films Inc., New York, to engage in production and distribution of films to television and in the acquisition and management of television and radio stations was announced jointly last week by Sy Weintraub, formerly executive vice president of Flamingo Films, and Bernard Schubert, an independent producer and distributor of tv films.

Mr. Schubert will be chairman of the board of the new company and Mr. Weintraub will be president. Headquarters of

MR. SCHUBERT MR. WEINTRAUB

Telestar Films has been set at 509 Madison Ave., New York.

Mr. Weintraub told a news conference in New York that Telestar has up to $12 million available to it from private financing to acquire film properties, radio and tv stations, expand into other phases of show business, including production of theatrical films and Broadway shows. The company, he said, also plans to sign star performers to long-term contracts and obtain literary properties for projected tv film series, legitimate productions and feature films.

Bernard L. Schubert Inc. will remain intact as a corporate entity, according to Mr. Schubert, but hereafter all production and distribution will be handled by Telestar. The latter company will take over the production and distribution of the new half-hour tv film series which currently is being filmed in East Africa and will assume distribution of Mr. Schubert's properties, including *Topper, Mr. & Mrs. North, Crossroads,* and *Tv Reader's Digest,* and totaling 400 programs.

Mr. Weintraub is owner of WKIT Mineola, L. I., and holds a 20% interest in KMGM-TV Minneapolis. He said he is in the process of signing over his interests in the stations to Telestar. There are several tv outlets the new company is "interested in," Mr. Weintraub reported, but declined to specify them at this time.

Disney Sees $30 Million Gross In 1957; Cites Tv's Stimulus

WALT DISNEY Productions, Hollywood, should gross about $30 million from its varied activities, including television, Roy Disney, president of the company, reported last week while in New York on a business trip.

Mr. Disney stressed that motion pictures remain the main concern of the company although television has proved to be "a stimulant" for other phases of the company's operations. He credited it with having prodded Disney's production staff into creating "new ideas, new stories, new production methods"; having enlarged the company's talent pool, with such tv personalities as Tommy Kirk and Kevin Cocharan of the ABC-TV "Mouseketeers" segment moving into theatrical films and having heightened interest in Disney feature films.

Mr. Disney reported that tv yielded about $7 million of the company's 1956 gross of $27 million, while motion pictures accounted for $15 million and merchandising about $5 million. He said Disneyland Amusement Park is not covered, since it is kept on the books as a separate corporation. Mr. Disney expects Walt Disney Productions to gross about $30 million this year.

The company, he asserted, is "definitely not" planning to sell its old features to television. He said that "entertainment is our business, and we are not going to let someone else market it." Mr. Disney said no decision has been made on pay television.

Hal Roach Promotes Koenig To Vice President for Sales

EDWARD L. KOENIG JR. last week was appointed vice president in charge of sales for Hal Roach Studios, Culver City, Calif., it has been announced by Hal Roach Jr. president.

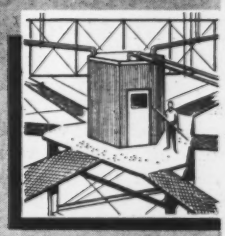
MR. KOENIG

Mr. Koenig has been with Roach Studios since 1954 and has served successively as general sales manager and executive assistant to Mr. Roach. Prior to his affiliation with the Roach Studios, Mr. Koenig was vice president of the Vitapix Corp., and since the recent alliance of that organization with Roach has continued on that group's board of directors. In the past he has held positions with Young & Rubicam and BBDO.

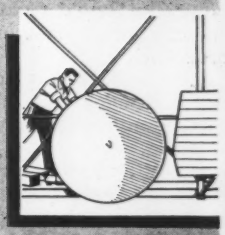
NTFC to Meet in New York

NATIONAL Television Film Council will hold a "Keep 'Em in the East" meeting at the Hotel Delmonico in New York Thursday, with film producer-director Elia Kazan as the main speaker. The luncheon meeting will be attended by producers, advertising agency personnel, heads of the various motion picture crafts and others interested in keeping film production (mainly of commercials) on the East Coast. Mr. Kazan, who has produced motion pictures in both New York and Hollywood, will tell NTFC why he prefers to produce in the East, the advantages accruing from this and the differences in filming in the two cities. Comedian Joey Adams will serve as toastmaster at the luncheon.

ONE IDECO CANDELABRA* TOWER SOLVES *THREE* STATIONS' PROBLEMS



Building at center of top platform will house elevator landing and transmission line leak detectors.



Catwalk along each side of top platform will make microwave dishes easy to reach.

*TRADE MARK

731' Ideco guyed tower with triangular top platform, 105' long on each side, supports three RCA antennas: TF-12BH for WAAM, TF-12BH for WBAL-TV, TF-6AL for WMAR-TV. The structure is designed for a uniform wind loading of 70 lbs. per square foot. Obstruction light control panels are located in *all three* transmitter buildings.

LATEST EXAMPLE OF TOWER LEADERSHIP

This Ideco-developed *triple antenna* "candelabra" tower, going up at Baltimore, saves *each station* on land cost . . . enables *each station* to utilize the area's best tower location . . . simplifies air space clearance problems.

It's a new achievement in tower engineering by the creators of the only *dual* candelabra design . . . still another *first* in Dresser-Ideco's record of antenna tower innovations.

When advances like this in tower design and construction continue to come from but one source, there's but one conclusion . . . Dresser-Ideco has the know-how to solve *your* tower problems.

So whether it's a complex candelabra . . . a head-in-the-clouds structure . . . or a more usual tower . . . you can look to Dresser-Ideco today to make your tower dreams a reality tomorrow.

Plan now to talk tower with Dresser-Ideco or your nearest RCA Broadcast Equipment representative.

IDECO

DRESSER-IDECO COMPANY

DEPT. T-10 • COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

TALL OR SHORT . . . FOR TV, MICROWAVE, AM, FM . . . IDECO TOWER "KNOW-HOW" KEEPS YOU ON THE AIR

MR. SKOURAS MR. HENDERSON MR. MICHEL MR. KOEGEL

Four From Fox Join NTA Network Board

APPOINTMENT of four top executives of 20th Century-Fox Corp. to the board of directors of the NTA Film Network was announced last week by Ely A. Landau, president of the network. New board members from Fox are Spyros Skouras, president of the motion picture company; Donald Henderson, treasurer; William C. Michel, executive vice president and Otto Koegel, chief attorney. The four NTA board members, in a total eight man board which has not yet designated a chairman, are Mr. Landau; Oliver A. Unger, executive vice president; Harold Goldman, vice president and director of sales; and Edythe Rein, vice president.

Twentieth Century-Fox obtained 50% of the outstanding stock of the NTA Film Network from the parent company, National Telefilm Assoc., on Oct. 29, 1956, when NTA acquired tv rights to a large number of feature films from the Fox library. The film network has been operating since Oct. 15, 1956, and on a commercial basis since last April with a one-and-one-half hour presentation, called *Premiere Performance*, using a Fox feature film on 134 tv stations.

The network revealed last week that an estimated $135,000 a week was spent to promote and advertise *Premiere Performance*, during the first month of the series. Martin Roberts, NTA promotion director, based the approximate expenditures on a questionaire sent to affiliated stations covering breakdown of advertising and promotional efforts. According to Mr. Roberts, the stations spent $368,850 on local promotion and $154,907 on advertising. The latter figure covered $90,772 for co-op advertising and $64,000 for national advertising by the NTA Film Network.

advertisers with rapidly changing market-by-market problems are

as a basic advertising medium

Alan C. Garratt, Advertising Manager of the ACC Division ("PALL MALL" and "HIT PARADE" cigarettes) of the American Tobacco Company, puts it this way: "Introducing HIT PARADE cigarettes to a mass audience in a highly competitive field is a major advertising problem. Thanks especially to BBD&O and Spot Radio and Television, we have cracked the country, market by market. The stations represented by NBC Spot Sales played a big part in the promotion of our new brand."

NBC SPOT SALES

Trendex Reports Double Audience For NTA's 'Premiere Performance'

NTA Film Network announced last week that *Premiere Performance*, the network's weekly presentation of 20th Century-Fox feature films, nearly doubled its share of audience in June as compared with the program's debut in April. The network based its conclusion on the latest 15-city Trendex.

The report showed, NTA Film Network said, that *Premiere Performance* received a 40.3 share of audience in June, as against 22.1 share of audience in April. The rating for the presentation rose from 10.1 in April to 11.3 in June. Jay Schiller, director of research for the network, pointed out that although the Trendex report for the first week of June showed that the sets-in-use figure had dropped to 28.1 from 45.9 in April, the rise in share-of-audience and rating figures "clearly points up the strong following *Premiere Performance* has developed in two months."

The weekly presentation is carried on 134 stations under the sponsorship of Warner-Lambert Pharmaceutical Co., Old Golds, Sunbeam Corp. and Hazel Bishop.

NTA Asks SEC Sanction Of $5 Million Note Issue

NATIONAL Telefilm Assoc., New York, announced last week it has filed a registration statement with the Securities & Exchange Commission covering a proposed offering of $5 million of 6% sinking fund subordinated notes, due June 15, 1962, with common stock purchase warrants attached and of 350,000 shares of common stock to be placed for sale at par value. The underwriting group is headed by Cruttenden, Podesta & Co., Chicago; Cantor, Fitzgerald & Co., Los Angeles, and Westheimer & Co., Cincinnati.

According to the registration statement, proceeds from the offering are to be used substantially as follows: about $5 million to retire indebtedness to lenders and others, the greater portion of which was incurred for film acquisitions and the remainder for general corporate purposes; the balance is to be added to working capital and used for general corporate purposes, including repurchases of participations in film exhibition contracts. Last November NTA entered into an agreement with 20th Century-Fox Corp. for the acquisition of 390 feature films over a period of several years at a minimum payment of $30 million.

RKO Tv Signs With Nielsen For Research-Rating Service

A CONTRACT was signed last week by RKO Television for full national research and rating tv facilities of A. C. Nielsen Co. [CLOSED CIRCUIT, June 17]. According to RKO Tv, it is the first commercial program package producer to be so serviced.

Robert Manby, RKO Teleradio Pictures Inc. vice president in charge of RKO Tv, said Nielsen services will be used as guides in tailoring programming to the specific needs of prospective clients.

Provided will be cumulative audience

TOPS in Rochester, N. Y. is Channel 10 with * 15 of the Top 16 Favorite TV Programs!

TOPS in every category!

Comedy, Mystery, Drama, Juvenile
Western, Quiz, Variety, Serial, Network News,
Local News & Weather and Sports!

TOPS in the Morning Six days out of Seven!
SHARE OF AUDIENCE 60%

TOPS in the Afternoon Five days out of Seven!
SHARE OF AUDIENCE 53%

TOPS in the Evening Seven days out of Seven!
SHARE OF AUDIENCE 58%

and . . . out of 459 competitive weekly quarter-hours in Rochester, Channel 10 rates FIRST 277 times plus 6 first-place ties!

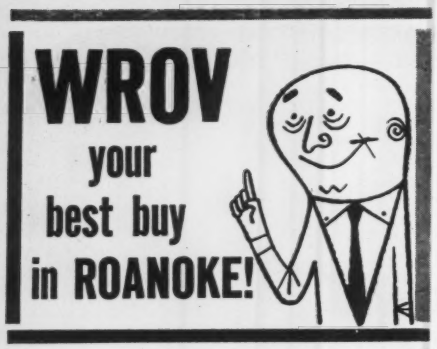
CBS

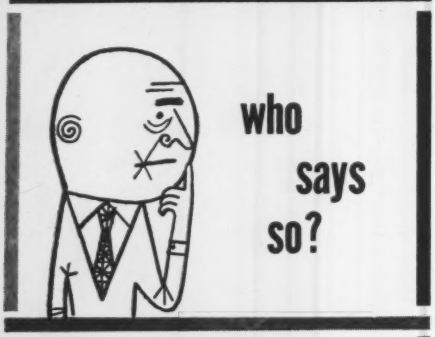
*LATEST ROCHESTER TELEPULSE SURVEY MARCH 1957

NATIONAL REPRESENTATIVES:
THE BOLLING CO. WVET-TV
EVERETT-McKINNEY WHEC-TV

ROCHESTER, NEW YORK

IT ALL ADDS UP TO 10





New '57 Pulse shows WROV first in Roanoke from 5 pm to midnite with 38% average share of audience; second from 5:30 am to 5 pm with 23% share of audience. Compare rates and you'll put your money on WROV, Roanoke's red-hot station for "pop" music, sports and sell-appeal personalities.

exclusive!
complete Dodgers' baseball!

represented by Burn-Smith Co., Inc.

WROV

ROANOKE • VIRGINIA

Burt Levine, president

1240 on your dial

figures, audience composition, audience characteristics, costs-per-thousand viewers, audience frequency (in and out tuning) and minute-by-minute program analyses. "But more importantly," he said, "we are now in a position to utilize to best advantage the unpublished, specialized research material that Nielsen offices gather but make available to clients only on specific request. We have full rights to these figures."

RKO Tv proposes for its programming future to select a few properties geared to fit specific needs of prospective network tv advertisers. These would be developed up to the "pilot film point," with prospective advertisers then asked to join RKO Tv and its cooperating producers in pre-production development of the pilot and the projected series [B•T, May 27].

Cott Resigns Dumont Post To Join Natl. Telefilm Assoc.

APPOINTMENT of Ted Cott, vice president and general manager of the DuMont Broadcasting Corp. for the past two and a half years, to the executive staff of National Telefilm Assoc., New York, is being announced today (Monday) by Ely A. Landau, NTA president.

MR. COTT

In his new post, Mr. Cott will divide his time between general executive duties and the development of new tv program properties for the film distribution company. He will report directly to Mr. Landau.

Mr. Cott has been associated with the broadcasting industry for more than 20 years. At DuMont Broadcasting, he served as general manager of WABD (TV) New York, WTTG (TV) Washington, the DuMont Sports Network and its closed-circuit division. Earlier he had been for five years with NBC as vice president and general manager of WRCA-AM-TV New York and operating vice president of its radio network.

Statement by Wolper Asserts Flamingo Films Not Being Sold

FLAMINGO Films, New York, last week denied reports that its company was to be sold to Continental Thrift Co., Los Angeles financing firm [B•T, June 17], explaining it has acquired controlling interest in Continental Thrift of Los Angeles and in Concord Securities Inc., a New York brokerage company.

David L. Wolper, executive vice president of Flamingo, said his company, through Essex Universal Corp., which operates Flamingo, has acquired Continental Thrift and Concord. He maintained that Flamingo will continue in the television film business with Joseph Harris as president.

The misunderstanding centering around Flamingo's future apparently arose when Sy Weintraub, who had been Flamingo's executive vice president, disclosed he had sold out his interest in the company and formed an association with Bernard L. Schubert (see separate story, p. 76). Mr. Wolper called reports about Flamingo's sale "absolutely false," but his disclaimer was not made public until last week.

He pointed out that Kellogg Co. has sponsored Flamingo's half-hour tv film series, *Superman*, since 1952 on a national basis and has renewed this series for next season. A new Flamingo serial, *O.S.S.*, has been sold on an alternating week basis to the Mennen Co. for showing on ABC-TV (Thurs., 9:30-10 p.m.), starting Sept. 27.

Mr. Wolper noted that Pillsbury Co. has signed to sponsor *Stars of the Grand Ole' Opry* on a 40-market basis and the show will be syndicated in other cities throughout the country.

Keever, Cinader Elected V.P.'s At Calif. Natl. Productions

ELECTION of H. Weller (Jake) Keever and Robert Cinader as vice presidents of California National Productions is being announced today (Monday) by Robert D. Levitt, president of the NBC subsidiary. They become the only vice presidents among CNP's operating executives.

Mr. Keever six years ago joined NBC Television Films (now a CNP division) as a salesman, became national sales manager two years ago and last August was named

MR. KEEVER

MR. CINADER

director of sales. Mr. Cinader, after five years as a film specialist with William Morris Agency, moved to CNP last September.

Glassley to All-Scope Pictures

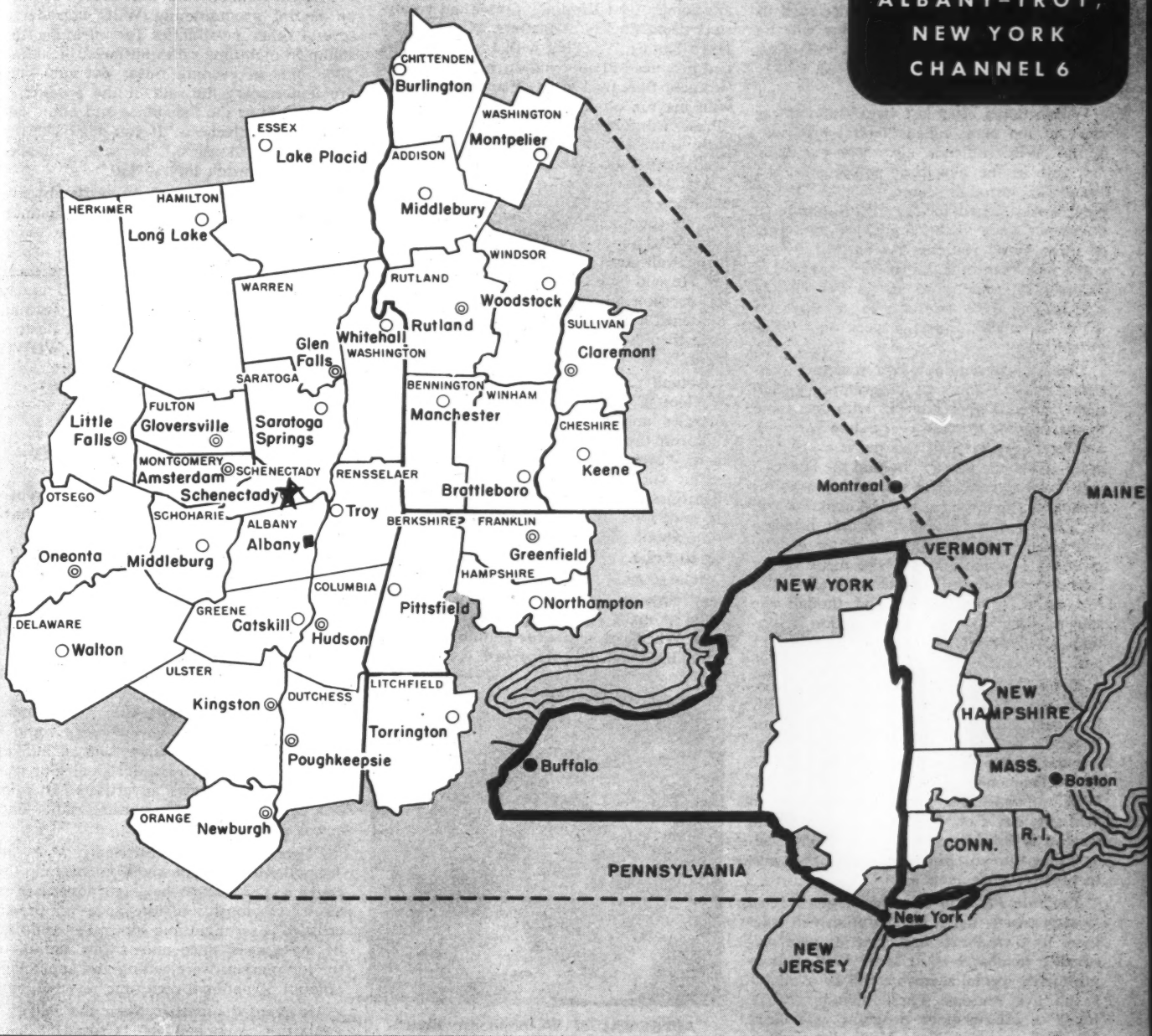
CHESTER GLASSLEY, formerly president of Five Star Productions, named associate producer and assistant to president of All-Scope Pictures, New York, commercial film division of TCF-TV, subsidiary of 20th Century-Fox. Other additions to All-Scope's staff are Penrod Dennis, production coordinator, formerly with Young & Rubicam, New York; Joseph Orlando, assistant to Mr. Glassley, formerly of Five Star and Howard French, editorial assistant, previously with Five Star.

MR. GLASSLEY

NOT LOCAL...

REGIONAL

WRGB
SCHENECTADY–
ALBANY–TROY,
NEW YORK
CHANNEL 6



A prestige station that delivers the advertiser's message to a maximum audience in a vital market

America's Pioneer Television Station serves Eastern New York and Western New England. Meeting our responsibilities, we deliver the finest in programming to more than half a million families in this prosperous region. Thousands depend completely on WRGB's V-signal—their only source of television. 509

WRGB, Channel 6 **Represented nationally by NBC SPOT SALES**

LATERAL SHOWS MAKE BOW ON WBC

- **Five Westinghouse stations to air 'Program PM' tonight**
- **Texaco becomes first sponsor on independent format**

A CONCEPT in programming designed to put new zip into nighttime radio will be launched tonight (Monday) by Westinghouse Broadcasting Co. on five of its six radio stations.

Within hours after last week's announcement of the plan, called "lateral programming," WBC officials also reported their first sale in the new programming set-up: Texas Co., through Cunningham & Walsh, New York, signed for 20 to 28 announcements per week in the lateral programming of three WBC stations. As part of its reentry into nighttime radio (story page 33), Texaco will underwrite 20 announcements weekly on WBZ Boston, 28 a week on KYW Cleveland, and 20 a week on KDKA Pittsburgh.

Lateral programming is a structure consisting of two hours of programming each night, seven nights a week, with the same theme running through every show but with a different aspect of that theme in every program. Thus, the theme, "Behind the Scenes," will involve behind-the-scenes explorations throughout, but the areas to be explored will be scheduled consistently, so that listeners will know what the subject matter of any given time period is to be. The name of the laterally programmed material is *Program PM* on all five stations, and though the starting time may vary from station to station, all five will carry it within the 8-11 p.m. spread.

Details were spelled out at a news conference in New York last week by WBC President Donald H. McGannon, National Program Manager William J. Kaland, who was credited with creating the concept, and A. W. Dannenbaum Jr., sales vice president. WBC officials also made presentations to William Esty Co., Young & Rubicam, and Benton & Bowles, as well as to Radio Advertising Bureau, and plan similar showings to other leading agencies.

Program PM will be predominantly local in each case—that is, each station will originate its own shows and have its own personality in charge—but some WBC group-produced, special segments will be available to all five stations. These include "Music Beat," a quarter-hour program with Jerry Marshall, popular New York disc jockey, probing behind the scenes in the lives of top entertainers; one by Milt Gabler, head of artists and repertoire for Decca Records, presenting background developments in the popular music field, and "Behind the Scenes in Washington" reports by Rod MacLeish, head of WBC's Washington bureau.

WBC officials cite as typical of the local originations in *Program PM* such shows as "Downtown Playbill," recreating shows that are running or have run recently in the local legitimate theatres; "Almost Forgotten," interviews with formerly famous local people, telling where they are now and what they are doing; "Just Kiddin'," presenting youngsters discussing adult matters; "Con' Men I Have Known," dealing with local swindlers and produced in cooperation with the Better Business Bureau; "Music From City Hall," with mayors playing their favorite records; "Press Conference," presenting interviews with visitors to the city, and "Traffic Court," tape pickups of court proceedings.

Mr. McGannon said *Program PM* is an extension of the radio stations' policy which became dominant when they disaffiliated from NBC about a year ago, of emphasizing news, well-produced good music, and service. He said WBC staked its radio future on the decision to operate its stations as independents, but that on the basis of experience since then "we think we used the right judgment."

Actually, he said, the nighttime radio problem is "largely psychological" in that agencies and advertisers have written off radio on the erroneous assumption that, at night, "everyone is watching tv." The fact is, he said, that "every year since 1950, nighttime radio listening has increased steadily until now, at any given time in the evening, about one radio home in five is listening to radio.

"On a weekly cumulative basis, there are very close to as many homes listening to radio at night as there are watching television. When you allow for additional out-of-home listening, the comparison is even more favorable for radio. This is a magnificent opportunity for the broadcaster who can supply imaginative, stimulating programming designed to fit present needs. It is an even greater opportunity for the advertiser to reach this large audience when it is unhurried and free from distraction."

Mr. McGannon said that before settling on lateral programming WBC considered several other possibilities for offsetting the slump in nighttime radio business, including 50% cuts in evening rates. But rate cuts are unnecessary, he said, if the product is priced right in the first place and offers advertising effectiveness. "If you don't like the merchandise at $100," he said, "chances are you still won't buy at $50."

While *Program PM* will be carried by five of WBC's six radio stations, Mr. McGannon said the sixth, WIND Chicago, was excluded because WIND already has been "preeminently successful" in reaching audiences and selling advertisers—night as well as day—through its longtime music-news format. The five carrying it are WBZ-WBZA Boston-Springfield, Mass.; KYW, KDKA, WOWO Fort Wayne, and KEX Portland, Ore.

APPROVAL of Westinghouse Broadcasting Co.'s new "lateral programming" concept is registered by Cunningham & Walsh agency representatives of Texaco, first sponsor signed for *Program PM* beginning on WBC stations tonight. Signing the contract are (l to r) Jeremy Sprague, timebuying supervisor, and Jack Bray, timebuyer, both of Cunningham & Walsh, New York; Don Frost of Peters, Griffin, Woodward, WBC national representative, and Bill Williamson, sales manager for WBZ-WBZA Boston-Springfield.

Petry Rate Cut Plan Gets Mixed Reactions

OFFICIALS of Edward Petry & Co., representation firm spearheading the drive to have radio stations drop their nighttime prices to one-half of daytime charges [B•T, April 22, *et seq.*], said last week they have received both favorable and unfavorable reactions, but that they welcome the "controversy."

Asked for a progress report on what the Petry firm calls its "Crusade for Nighttime Radio," William B. Maillefert, vice president in charge of radio, asserted:

". . . The important thing to remember is that the state of nighttime spot radio is an industry problem rather than an individual station problem. Our original aim was, and still is, to focus advertisers' attention in a dramatic way on nighttime radio, since it was being overlooked.

"Therefore, the controversy that our 'Crusade' has bought about is welcome, because it is bound to heighten advertiser interest. Obviously, maintenance of present coast-to-coast nighttime spot rates could not be the answer since only a few stations in the top markets were getting any appreciable amount of national nighttime revenue."

He pointed out that when the Petry organization launched its "Crusade," some leading stations already had pegged night rates at half of daytime—"But not enough to cause any appreciable advertising ripple." Since then, he continued, others have adopted the 50% rates for evening time and "still others will do so in the near future."

In planning their fall schedules, Mr. Maillefert said, advertisers "can certainly count on repriced rock-bottom economical night spot radio in most markets."

He said the Petry company has "had direct criticism, naturally all favorable from agencies and advertisers and both favorable and unfavorable from other representatives,

Western New York's Favorite Sports Foursome

Chuck Healy, Eastern Collegiate Boxing Champ, Syracuse '39
Dick Rifenburg, All-American End, Michigan '48
Don Cunningham, Basketball Star, Dickinson '48
Ralph Hubbell, Dean of Buffalo Sportscasters since '35

on
"LET'S TALK SPORTS"
Saturday Afternoons
WBEN-TV ch. 4

The talent lineup on LET'S TALK SPORTS touches all bases . . . hits to all fields. It's a half-hour forum of facts and anecdotes, comment and criticism that the sports-minded in Western New York have come to appreciate and follow.

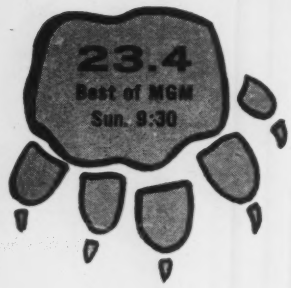
Typical of the Prestige Programs developed and produced by WBEN-TV for local sponsorship or participation, it combines seasoned talent of four staff sportscasters with a popular format, and presents it to the largest, most interested group your TV dollars can buy in Western New York.

LET'S TALK SPORTS precedes or follows the CBS Game of the Week (depending on game time). In the fall it follows Pro Football, in winter it will follow NHL Hockey. Twelve months a year this market is available to you. You can pick your season, name your game, and if your product fits this custom-tailored show you can look forward to sales results that will wear well and long in WBEN-TV's vast 18-county coverage area.

Give us a call—or our national representatives: Harrington, Righter and Parsons—and LET'S TALK SPORTS. You'll like what you'll hear.

WBEN-TV *CBS in Buffalo*

THE PIONEER STATION OF WESTERN NEW YORK



LION-SIZED IMPRESSIONS

. . . made by Leo and MGM features!

In South Bend-Elkhart just *one* station delivers audience dominance with big game MGM movies. That station is WNDU-TV, where Leo is undisputed "King of the Ratings" nearly 20 hours a week,* daytime and nighttime.

Untamed ratings, lion-sized impressions, captured audience are available in MGM.

Call Edward Petry & Co. about bagging these MGM trophies for your client.

***April ARB**

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

WNDU·TV
CHANNEL 46

major stations, trade associations and broadcasting groups.

"Oddly enough," he observed, "when the CBS Radio announced its night rate reduction (to approximately two-thirds of daytime rates), there was very little protest. It seemed like a forward, progressive, realistic approach."

Mr. Maillefert concluded: "We know that the 'Crusade' will have the continued support of those in the radio industry who have agreed to this practical approach to increase nighttime spot revenue. We hope other stations now on the fence will join forces too."

Announcer Gets Boot Not Bullet After Night Shooting at WWNR

RUSS COOKE lost his job last week as announcer with WWNR Beckley, W. Va., not his life, as some of his listeners had feared he would.

Cooke had reported to police that a "mysterious gunman" was trying to assassinate him. Late evening shots had been fired in the radio station. It looked as though someone was really out to get announcer Cooke. But the would-be killer lost his nerve and confessed all to state police last fortnight, including his own carefully-guarded identity: Russ Cooke, WWNR announcer.

The police were kind. Capt. C. L. Walker said, "It's just one of those things. We don't know the reason." He will take no action against "killer-victim" Cooke.

WWNR station manager Richard H. Booth, however, showed less restraint. "There was no assassin. There was no intended victim," declared Mr. Booth. "These so-called 'attacks' were cleverly and artfully staged by one man . . . Russ Cooke. He has, of course, been relieved of his duties at the station. A person who would perpetrate such a cruel hoax has absolutely no place in the operation of an important communications facility."

Killgore Reports Dividend

DIRECTORS of Tele-Broadcasters Inc. of New York, owner of WPOP Hartford, WPOW New York, KUDL Kansas city, KALI Pasadena and WKXV Knoxville, have declared a cash dividend of five cents per share on Class A common stock as announced in their interim report to stockholders on April 1. H. Scott Killgore, president of Tele-Broadcasters, writes that "the company has turned the corner," and "the stock is now quoted at better than $2 per share."

Sackett Buys Washington Home

SHELDON F. SACKETT, west coast publisher and owner of KROW Oakland, KVAN-AM-TV Vancouver, and KOOS-AM-TV Coos Bay, Ore., has purchased the central dwelling of a Georgetown estate in northwest Washington, D. C., to serve as a part-time residence and as east coast headquarters for his newspaper and radio enterprises. The home, called Friendship by its late owner, Evelyn Walsh McLean, was sold in an all-cash transaction involving more than $65,000.

WBLN (TV) Off Air, Asks FCC To Approve New Capitalization

WBLN (TV) Bloomington, Ill., has ceased operation for the second time this year, pending FCC approval of a proposed stock transfer involving purchase of shares by some 700 individuals.

The uhf ch. 15 outlet is expected to remain dark until at least Aug. 1, and a new board of directors will be elected after Commission approval, according to Worth S. Rough, president and general manager. He cited lack of adequate personnel and secure advertising revenue as reasons for temporarily discontinuing operation.

About $57,000 has been pledged thus far by 700 individuals, with $52-$53,000 needed to clear outstanding debts and an additional $10,000 for working capital. WBLN has been beset with equipment failures and financial difficulties since early this year and has been in the process of overhauling its equipment and paying creditor claims. [B•T, May 20, April 1]. It resumed telecasting in May after being off the air since February.

H-R Packages Six Calif. Stations

A NEW package of six California stations, to be known as the "99 Group" because they are located along Highway 99, will be offered to advertisers as a group starting July 1 by Headley-Reed Co., station representative firm which was instrumental in organizing the new group. Stations are KRAK Stockton, KYNO Fresno and KPMC Bakersfield, which will be "key stations" for the 99 Group, plus KFIV Modesto, KYOS Merced and KTNG Visalia. The stations can be purchased in groups of two to six on a sliding scale discount arrangement that will make the group competitive with the McClatchy and other station groups operating in the area.

WDOK Cleveland and *The Cleveland Press* sponsored a welcome home and salute to the Cleveland Orchestra last week on its return from a State Department-backed tour of Europe. Here Josef Gingold (l), orchestra concertmaster, accepts for the group a silver baton set with precious gems from Louis B. Seltzer (c), *Press* Editor, and Frederick C. Wolf (r), WDOK president and general manager. The baton, donated by a local jeweler and valued at over $5,000, was originally presented to Richard Wagner when he first conducted Beethoven's 9th Symphony in Vienna in 1843.

So Lookatum Lookatus Awreddy

(WE THINK!)

This is strictly blue sky—but blue sky, we claim, with a solid base. Figures of our own we don't have, because for us, this is a new show. But, look at the names—solid entertainment draws for years and years! Look at their records in other territories (we'll send you the stories for free and quick!).

This is MOVIE MATINEE—Two great shows combined in the 4 to 5 P.M. spot Monday through Friday. "Susie" starring Ann Sothern goes 4 to 4:30 and "Douglas Fairbanks, Jr. Presents" follows 4:30 to 5 P.M. . . . What an hour, with aces back to back!

This hour, if you're a merchant, is for you. This is the first announcement, and good availabilities are still open. For choice selections, get in touch right now with Old Available, George P. Hollingbery, Nat'l Rep.—program and market data supplied while you wait!

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

DATELINES

Newsworthy News Coverage by Radio and Tv

ODESSA—The nuclear explosions scheduled this week, weather permitting, in Nevada will mark the beginning of a documentary series on KOSA Odessa, Tex., which that station believes may be the most comprehensive series on the atomic age ever compiled by a radio station.

KOSA, with the permission of the Atomic Energy Commission to broadcast the two atomic tests this week, will be the only Texas station on hand, it says. The live broadcasts will inaugurate a series of 24 half-hour programs. Announcement of the documentary project brought praise from Texas Gov. Price Daniels and a gubernatorial suggestion that West Texans listen to the series. The plan also drew commendations from U. S. Congressmen J. T. Rutherford and James Wright (both D-Tex.) and from State Agricultural Commissioner John White.

Station Manager Doyce Elliott and News Director Lynn Thomas, for initial broadcasts in the series, will fly through the atomic cloud in a helicopter after the detonation, land across the blast area and move back toward the center on foot.

SAN DIEGO—After reporting developments in the world controversy on radioactive fallout in past weeks, KCBQ San Diego has decided to add a dimension to the story by establishing its own radiation station.

Reports on radioactivity in the atmosphere will be featured on the five daily broadcasts of Ben Shirley, station commentator who conceived the plan. Readings come from a geiger-muller counter bought by KCBQ for the purpose.

In an interview some time ago with Mr. Shirley, Dr. Lester L. Skolil, chairman of the San Diego State College physics department, said that the time may not be far off when every radio, tv and newspaper weather report carries the latest radioactivity reading. If the prediction comes true, KCBQ may take credit for pioneering the effort.

NORFOLK—Live coverage of the 18-nation International Naval Review last fortnight, originated by WTAR-TV Norfolk, and fed to WMAL-TV Washington and WBAL-TV Baltimore, brought the giant sea spectacle to an estimated two million viewers. Gunther beer, Baltimore, Md., sponsored the regional telecast.

Covering what was called the greatest sea and air power show of all time—and perhaps the last great assemblage of naval might—was a big technical order for the Navy and media involved. In official credits issued after the job was done, the Navy acknowledged that "WTAR-TV provided both programming and technical personnel on an unprecedented scale." Raytheon Manufacturing Co. also was credited for providing equipment needed to microwave the show from a covering helicopter and the lead reviewing ship, the *USS Canberra.* Manning the Naval Review Information Bureau for two weeks' special reserve duty was a corps of experts from Raytheon, NBC Hollywood and stations, in addition to regular Navy personnel.

WTAR-TV Chief Engineer Richard Lindell and the Naval-civilian team of technicians set up a system involving two Raytheon microwave transmitters on the *Canberra* beaming signals to Old Point Comfort and Little Creek, Va. This assured that signals could be picked up at all points along the 14-mile course of the review and be passed through two lines of 112 anchored warships on either side of the *Canberra.* To get the signals ashore, radar beacons were set up at receiving locations and transmitting antennas welded to the *Canberra's* masts, directing them to receiving points.

Three-hour tv coverage was characterized by a steady, unwavering signal, according to reports. Engineers were particularly gratified by the picture from a helicopter-mounted camera supplied by the Navy's Bureau of Ships. Tv coverage of the historic event is believed to be the first time the Navy has provided a tv hookup from a combat vessel, ship-to-shore, for use by a civilian station and network.

WTAR-TV provided a mid-day live news feed for Walter Cronkite's CBS-TV news show. WTAR Radio, WVEC, WGH, WNOR and WLOW, all Norfolk, with WAVY Portsmouth, WBOF Virginia Beach and WLPM Suffolk also broadcast review reports from Naval vessels. The Voice of America sent 38 radio-tv language specialists to the armada for broadcast reports around the world. WRVA-TV Richmond got taxi service on four Marine helicopters which helped the station get film of the June 12 show home in time to telecast that evening.

PLYMOUTH—While the modern naval might of 18 countries was on display down the coast, a 17th century squarerigger was making its primitive way into this Massachusetts harbor. When the *Mayflower II* arrived the next day, WPLM Plymouth fed reports of welcoming ceremonies to a total of 10 stations as far west as Indiana. For the occasion WPLM was chosen as the kick-off station for Frank Chacksfield's new London recording, "The Voyage of the Mayflower."

SAN DIEGO—Harold Keen, newscaster of KFMB-TV San Diego, has found that young heroes never die but are always good for another story.

A few months ago Mr. Keen interviewed Naval pilot, Lt. Norman L. Sothan, about an air crash in which a comrade was rescued from the ocean. Lt. Sothan came back recently to break another story, this one about himself.

This time the jet flyer told the story of his escape from 75 feet underwater by means of his plane's automatic ejector seat. After the KFMB-TV newscast other media picked up the dramatic story.

LOS ANGELES—A combination of luck and independent enterprise brought KMPC here a pair of new beats inside 24 hours.

Station staffer Dick Nelson was eating Sunday dinner in a restaurant when he noticed a heavy flow of police cars, fire trucks and ambulances nearby. Following them, he found a plane had crashed into a Pacoima home. He commandeered a telephone and reported to KMPC, which aired the story immediately.

The next day News Director Hugh Brundage telephoned across the country for a statement on President Eisenhower's illness. He got a direct telephone report for local broadcast from Presidential News Secretary Jim Hagerty, KMPC reports.

ST. LOUIS—KMOX here, the city's only 24-hour station, at times stood practically alone among communications media, as a succession of tornadoes, squalls and floods struck the metropolitan area, knocking out power lines.

A harrowing week began at 1:30 in the morning June 11, when tornadic winds and torrential rains hit the area, leaving 150,000 homes without electricity and telephone service. Portable and transistor radios were quickly put into service by citizens who tuned to KMOX for emergency service. The CBS-owned station virtually became the communications center for the St. Louis area.

A week of rain storms was capped Friday night by an all-night squall that left a record 13.75 inches of rain by 9 a.m. Saturday morning. KMOX emergency broadcasts continued more intensively, spreading traffic

'GEE! That's the car for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching.* For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

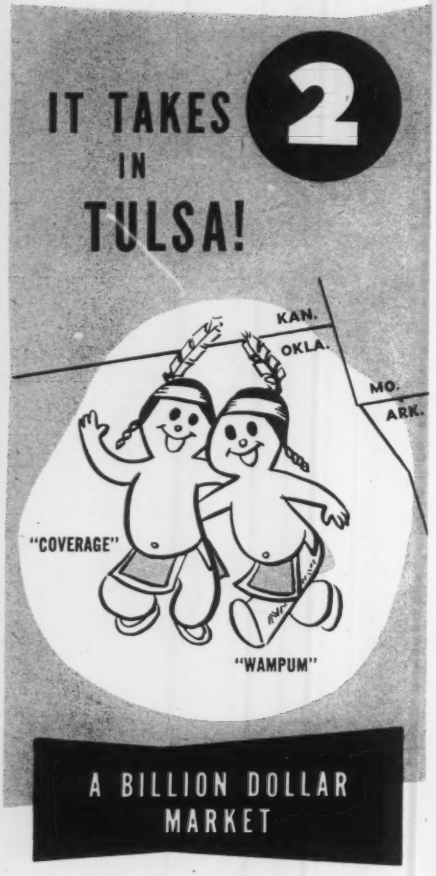
Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

In Louisville—

the more you compare programming,
ratings, coverage, or costs per
thousand — the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES



Anyone for a billion dollars? It can be had by alert advertisers who realize the tremendous effective buying power of northeastern Oklahoma.

Your key to this treasure chest is . . . KVOO-TV. Tulsa County alone is a $500-million market, and Sales Management rates Tulsa both a better quality and a better productive market than either Boston or Baltimore! Yes, it's there for you . . . through Channel 2. When do you start?

warnings, gathering hundreds of rescue boats through direct appeals and coordinating relief reports. Staffers stayed on duty for double stretches. General Manager Robert Hyland personally directed spot coverage from flooded areas in suburban Valley Park and Sylvan Beach, broadcasting appeals for clothing, shelter and volunteers. In another suburb, Lemay, KMOX efforts helped locate 38 tanks of explosive propane gas, for which St. Louis County police acknowledged KMOX's help. Other official commendations and private letters of thanks continue to pour in, the station reports. In the course of the week, 21,000 requests came in for a special tornado instruction card KMOX published after initial storms on Tuesday.

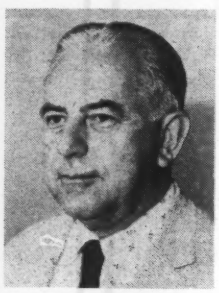
ASCAP Members File Suit Against Owner of WRAY

FOUR members of ASCAP have filed suit for copyright infringement against M. R. Lankford, owner of WRAY Princeton, Ind. They allege that copyrighted songs were performed by the station without authorization.

The songs involved in the suit are: "True Love" by Cole Porter (plaintiff, Buxton Hill Music Corp.); "Well, Did You Evah?" by Cole Porter (plaintiff, Chappell & Co.); "The Most Beautiful Girl in the World" by Lorenz Hart and Richard Rodgers (plaintiff, T. B. Harms Co.); "September in the Rain" by Al Dubin and Harry Warren (plaintiff, Remick Music Corp.); "To Be Loved by You" by Joan Whitney, Alex Kramer and Hy Zaret (plaintiff, Remick Music Corp.). The plaintiffs are asking the U. S. District Court for the Southern District of Indiana to restrain the defendant from publicly performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorneys' fees.

Koessler to Be WPST-TV Manager

WALTER M. KOESSLER, for the past three years managing director of WGBS-TV Miami and veteran of 22 years in radio and television, has been appointed station manager of WPST-TV Miami, it was announced by George T. Baker, station president, last week. WPST-TV, ch. 10, will go on the air Aug. 1 as an ABC prime affiliate, broadcasting with maximum 316 kw from its 1,000 foot tower. H-R Tv is the national representative.

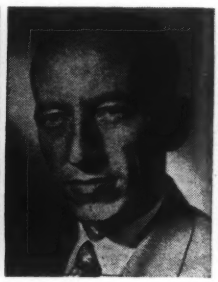


MR. KOESSLER

XEM-TV Opens Sales Office

A NEW Mexican tv station, ch. 3, XEM-TV Mexicali, scheduled to start broadcasting on Aug. 15, has established sales offices in the Hotel Barbara Worth in El Centro, Calif., as Imperial Telecasting Co. Bob Kelley, former sales manager of KIVA-TV Yuma, Ariz., has been named general manager of XEM-TV, which expects to cover the Imperial, Mexicali, Yuma and Cochilla Valleys in California, Arizona and the Mexican states of Baja California and Sonora. Harlan G. Oakes & Assoc. has been appointed XEM-TV representative on the West Coast; National Time Sales will represent the station in the East and Midwest. The station is reportedly seeking an affiliation with a U. S. tv network.

MR. KILPATRICK



MR. GARTEN

Kilpatrick, Garten Promoted In Realignment at WSAZ-TV

IN a realignment of operational functions at WSAZ-TV Huntington, W. Va., Leroy E. Kilpatrick has been appointed vice president and operations manager and C. Thomas Garten commercial manager.

Mr. Kilpatrick has been vice president in charge of engineering since 1956. He joined WSAZ-AM 15 years ago as chief engineer, was instrumental in the construction of WSAZ-TV in 1948. In his new capacity he will be in full charge of daily operations of the television station. Reporting to him will be the heads of the program, engineering and accounting departments.

Mr. Garten has been commercial manager and assistant general manager of WSAZ-AM. He joined the station in 1943. As commercial manager of WSAZ-TV he will have full charge of the promotion and sales departments, including the functions of advertising, publicity and merchandising. Mr. Garten is president of the West Virginia Broadcasters Assn.

Both Messrs. Kilpatrick and Garten will report to Lawrence H. Rogers II, president of WSAZ Inc.

WJJC Hits Air Today in Georgia

WJJC Commerce, Ga., goes on the air today, operating on 1270 kc with daytime power of 1,000 and specializing in music-news-sports and local community programs. The station is licensed to Albert S. Hardy, publisher of the *Commerce News*, and Grady Cooper is general manager.

Foster, Creed Open Rep Firm

FOSTER & CREED, regional radio-television stations representative firm, will begin operation July 1 with headquarters in the Statler Office Bldg. in Boston, according to Robert C. Foster, owner of R. C. Foster Co., and William A. Creed, vice president and manager of the Boston office of The Walker Representation Co. Inc.

WGN Signs for Radio Rights To Cub Games From 1959-63

WGN Chicago apparently believes in doing its baseball shopping early. Last week it came up with a long-term radio pact covering all Chicago Cubs games—from 1959 through 1963.

Announcement of the five-year contract was made Tuesday by Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), and John Holland, vice president of the National League club. WIND, Westinghouse-owned independent, will continue to air broadcasts next year.

By 1959, it was explained by a station spokesman, Cubs' fortunes should be on the upswing, assuring WGN a consistently loyal audience. The contract marks the return of baseball to WGN radio, which aired Cubs-Sox games from 1924 to 1943.

Simultaneously, Charles Comiskey, vice president of the Chicago White Sox, announced his club is studying bids from four radio and three tv stations for coverage rights to Sox games starting next year. Present pacts expire after this season. WGN-TV currently is televising all Sox and Cubs home daytime contests for the 10th consecutive year. Cubs tv rights run through next season. WGN has withdrawn from bidding on Sox radio broadcasts, it was reported, leaving the field open to three other radio stations, including WCFL, which has current rights.

Johnson to WAPA-TV President, Succeeded by Brunt at WTOB

JOHN G. JOHNSON, general manager of WTOB-AM-TV Winston-Salem, N. C., has assumed the presidency of Ponce de Leon Broadcasting Co., operator of WAPA-TV San Juan, P. R., according to James W. Coan, president of Winston-Salem Broadcasting Co., parent firm of Ponce de Leon. Purchase of WAPA-TV by Winston - Salem Broadcasting Co. (WTOB - AM - TV and WSGN-AM-FM Birmingham, Ala.), was approved by the FCC last month [B•T, May 6].

MR. JOHNSON

David H. Polinger, general manager of WAPA-TV under its former owners (Jose Ramon Quinones and associates), remains as manager. No staff changes there are contemplated, according to Mr. Coan.

In Winston-Salem, Charles W. Brunt, commercial manager of WTOB, replaces Mr. Johnson as general manager. Ch. 26 WTOB-TV went off the air May 11.

How Radio Fares in Denver

THE Associated Press on June 2 filed a story correcting its previous pessimistic assessment of the Denver radio audience, reports Robert S. Hix, manager of KOA Denver. According to joint estimates by city

available in sections
THE
sesac
TRANSCRIBED LIBRARY
COLISEUM TOWER • NEW YORK 19
send for prepaid audition discs

BETTER BALANCED MUSIC PROGRAMMING

D. E. Towne, President of KDTA, Delta, Colo., writes:

"Delta . . . perhaps the only town of 6000 persons that could be classed as a multiple market. With power stations located 30 miles from us in two directions, KDTA is fighting for audience and sales on the same basis as a station in a much larger town.
"The answer . . . is programming. Since the day KDTA took to the air, the SESAC Library has been the basis for all the daily musical fare that has enabled us to keep this very hard won audience. The balance that we have developed comes from the use of the SESAC Library in such shows as: The Clock Watch; Moments of Devotion; Tips and Trades with Rose Mary Towne; Polka Time; Western Caravan; Music Box 14 and Concert in Miniature. KDTA uses 'Rendezvous with Maltby' on a daily basis.
"So you can understand why we at KDTA feel the SESAC Library offers the best basis upon which to balance our entire program schedule. Better Balanced Programming is the answer to sales and audience problems. SESAC helps us gain this objective. We plan to use the SESAC Library as the basis for our programming for a long time."

WHAT DO YOU MEAN... YOUR STATION DOESN'T HAVE TelePrompTer®?
NEW FOR 1957
MORE THAN ONE MILLION HOURS IN THE MAKING...
...THE NEW TelePrompTer MOD V*...
MOD V TELEPROMPTER EQUIPMENT....COMPLETELY NEW EYE-LET SYNCHRONIZATION SYSTEM ... MASTER CONTROLS ... DUAL HAND CONTROLS...INDUSTRY CAMERA MOUNTS...GREATER FLEXIBILITY!
*Patents Pending
TELEPROMPTER SERVICE
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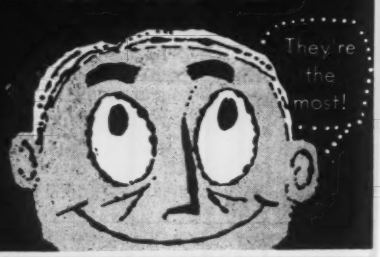
HERBERT W. HOBLER, V. Pres. Sales JAMES BLAIR, New Eqpt. Mgr.
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

Keep your eye on these Plough, Inc. stations:

Radio Baltimore
WCAO
Radio Boston
WCOP
Radio Chicago
WJJD
Radio Memphis
WMPS



tax officials and local stations, as publicized by the AP, there probably now are more than 600,000 home radio sets in the city and county of Denver. The estimates were based on the established average of nearly four sets to each residence, the AP said.

KMLA (FM) Ready for Debut In Los Angeles Next Month

LOS ANGELES area fm families will have a new source of programming beginning July 1, when KMLA (FM) begins broadcasting a 16-hour daily schedule of news and music on 100.3 mc with 60 kw.

United Press news will be broadcast hourly from 8 a.m. until midnight, and music will be "all kinds except what you can hear on am," according to J. B. Kiefer, president and general manager. Music is recorded on high fidelity tape or discs; commercials may not exceed one-minute and not more than two will be broadcast within any half-hour, Mr. Kiefer said, with pitch advertising, per inquiry business and singing commercials strictly taboo.

Sunday programming will be largely binaural and stereophonic broadcasts in conjunction with KCBH (FM) whose transmitting site adjoins that of KMLA.

Installation of Harkins-Hershfield multiplexing equipment at KMLA will begin early in July.

Meyers Named to St. Louis Post

EUGENE R. MEYERS, account executive in CBS Radio Spot Sales' office in Chicago, has been selected to manage CBS's new Radio Spot Sales office in St. Louis [B•T, June 17]. The official opening of the office which will be located at Ninth and Sidney Sts., will be announced soon, Gordon F. Hayes, general manager of the sales organization, said.

MR. MEYERS

Mr. Meyers has been in radio since 1949. He served with NBC in Cleveland, was general sales manager of WTAM Cleveland (now KYW), national sales manager for WTVN Columbus and in 1953 joined CBS radio spot sales as an account executive.

Plough Acquires Coppertone

ABE PLOUGH, president of Plough Inc., Memphis drug manufacturer and radio station owner, on June 14 acquired the Coppertone Sales Corp. of Miami and its manufacturing affiliate for Plough Inc. In a special meeting the Plough board of directors ratified an agreement to exchange 77,682 shares of Plough common stock for all outstanding capital stock of Coppertone and Douglas Laboratories Corp., manufacturing affiliate.

Plough Inc. radio stations are: WCAO Baltimore, WCOP Boston, WJJD Chicago and WMPS Memphis.

Westinghouse Appoints Santangelo To Publicity, Special Events Post

MICHAEL R. SANTANGELO will join Westinghouse Broadcasting Co. July 1 in the new post of coordinator of publicity and special events, WBC President Donald H. McGannon announced last week.

Mr. Santangelo currently is public relations account executive with General Public Relations Inc., a subsidiary of Benton & Bowles. In his new duties he will serve as coordinator between various WBC departments, WBC stations and Ketchum, Mcleod & Grove, WBC's advertising and public relations agency.

Before joining Benton & Bowles and GPRI after a period of army service, he was with Motion Pictures for Television.

REPRESENTATIVE APPOINTMENTS

KLFY-TV Lafayette, La., appoints Young Tv Corp., N. Y.

WRKE Roanoke, Va., appoints Simmons Assoc. Inc., N. Y.

KWLK Longview, Wash., appoints Everett-McKinney Inc.

KSJO San Jose appoints Simmons Assoc., N. Y. and Chicago.

WHAV Haverhill, Mass., appoints Kettell-Carter, Boston, for New England area.

WCME Brunswick, Me., appoints Nona Kirby Co., Boston, as New England representative.

KMAC San Antonio, Tex., and **KISS-FM San Antonio,** appoint Broadcast Time Sales, N. Y.

WAGR Lumberton, N. C., appoints William G. Rambeau Co.

KOBY San Francisco appoints Edward Petry & Co.

STATION SHORTS

Crosley Bcstg. Corp., Cincinnati, has moved its eastern sales office in New York from old quarters on Fifth Ave. to Rockefeller Center, 3 E. 54th St. Telephone: Plaza 1-5353.

WEBB Baltimore moved its offices and studios to WEBB Broadcast Centre, 3113 W. North Ave. WEBB also is increasing its power from 1 kw to 5 kw.

WHTN-TV Huntington, W. Va., now telecasting on 316 kw from new 1,000-ft.-tower.

WISN-AM-TV Milwaukee moves its business offices to new $1.25 million Communications Center at 19th and Wells Sts.

KCMO-TV Kansas City premiered local live color telecasting June 3.

KXOA Sacramento, Calif., will drop its Don Lee Network affiliation, effective July 1.

KVEC-TV San Luis Obispo, Calif., has added NBC network affiliation to CBS and ABC programming.

WMFD (TV) Wilmington, N. C., increased its power from 32 kw to 100 kw June 1.

"GEE! I like that dress, Mummy!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

Top Sherwood Awards Go To CBS-TV Shows

CBS-TV came off with the two top prizes in the $55,000 Robert E. Sherwood Television Awards competition last week, winning $20,000 in the best network documentary category and another $20,000 in the drama category. The awards, established by The Fund for the Republic to honor the best programs dealing with freedom and justice, were presented at a luncheon last Wednesday in New York.

Mrs. Eleanor Roosevelt, a member of the jurors' panel, announced the winners and presented the prizes.

The winning CBS-TV shows were the documentary "Clinton and the Law", produced on *See It Now*, and the drama, "Island in the City," produced on the *Climax* series.

Mrs. Roosevelt announced that the jurors felt there was no nomination that warranted an award in the $15,000 category for a program produced on an independent station and had voted instead $5,000 each to three program series which have "done much to stimulate intelligent and forthright discussion of important issues affecting life in a democratic society." Winners: *Open Mind* series on WRCA-TV New York, *Camera Three* series on WCBS-TV New York and *Nightbeat* on WABD (TV) New York.

Honorable mention citations went to four programs for contributing to a greater understanding of American freedom: "The Puerto Rican Story (*See It Now*, CBS-TV); "Error in Judgment" (*Armstrong Circle Theatre*, NBC-TV), "The Family Nobody Wanted (*Playhouse 90*, CBS-TV) and "Portrait of a Citizen" (*Studio One*, CBS-TV).

"Clinton and the Law" documented events leading up to and following the integration of the local high school in Clinton, Tenn. It was produced by Edward R. Murrow and Fred Friendly. "Island in the City" centered on a New York detective of Puerto Rican origin whose efforts to improve the reputations of all Puerto Ricans cost him his job and his family safety. Author Adrian Spies, director Buzz Kulik and producer Edgar Peterson shared equally in the award.

Richard Heffner produced *Open Mind*, Lewis Freedman produced *Camera Three* and Mike Wallace, Ted Yates and Ted Cott created *Nightbeat*.

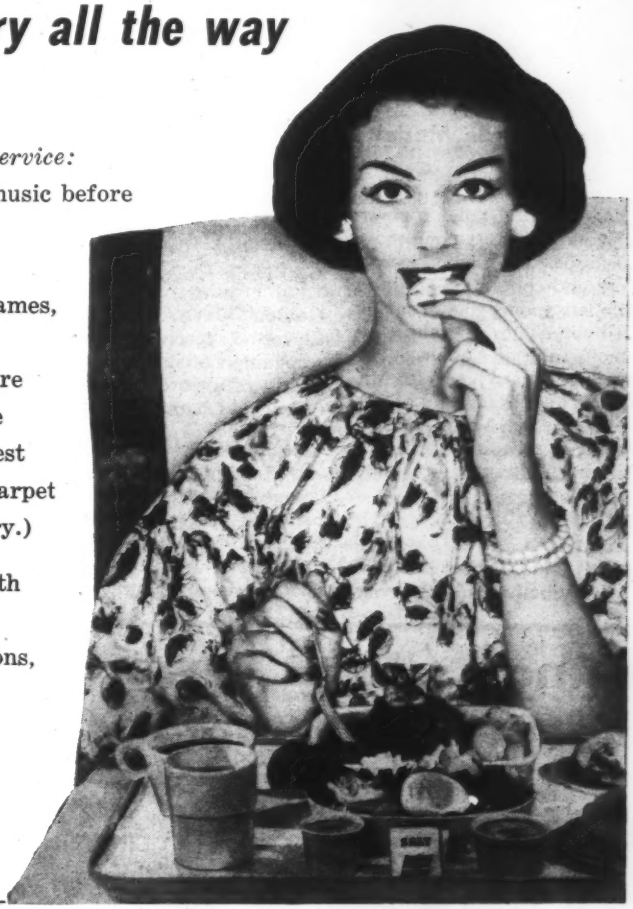
Radio-Tv History Contest Set by WBC for U.S. Outlets

DETAILS of the first annual Radio-Tv History Awards Contest of the Westinghouse Broadcasting Co have been described by Donald H. McGannon, WBC president, and distributed to radio and tv stations throughout the U. S. and its possessions and to state and local historical societies. First announcement of the project was made at the first Boston conference on local public service programming, held by WBC last February [B•T, March 4].

Mr. McGannon said any radio or tv station, with the exception of WBC outlets, is eligible to combine efforts with its state or local historical society in the production of programs or program series for entry in the contest. A $1,000 cash grant will be divided equally between the winning station and its state or local historical society.

Each participating station will be asked

In the lap of luxury all the way



This is United's *Red Carpet* Service:* softly spacious seats, soothing music before takeoff. Superb meals with the compliments of United's own master chef. Club lounge, games, delicious snacks. Service that's thoughtful and swift. And you're there before you know it, in the magnificent DC-7, nation's fastest airliner. (A final friendly Red Carpet plus: *extra fast* luggage delivery.)

Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.

UNITED AIR LINES

Red Carpet Nonstop Service coast-to-coast and to 15 cities including Honolulu.

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

to submit by tape, film or transcription a program or series of programs to the historical society in its area for consideration. Programs broadcast up to the end of 1957 will be eligible and all entries should be submitted by Jan. 15, 1958. A panel of judges of the various historical societies will screen entries and select the outstanding one in their areas. These will be forwarded to WBC headquarters in New York where they will be examined by a panel of judges appointed by WBC and consisting of historians, broadcasters and educators. A cash grant winner and two honorable mention winners will be selected by the judges.

The winners will be announced during the next meeting of the Boston conference on local service programming to be held by WBC during March 1958.

KNXT (TV) Grants Award Money

KNXT (TV) Los Angeles is turning over the $1,000 Alfred I. DuPont television award it won this spring to the U. of California at Los Angeles and the U. of Southern California, Los Angeles, the station has announced. The grants, $500 each, are to be used by television departments. The DuPont award was given KNXT for the "scope and generally high quality of programs serving the cultural and social interests of the Los Angeles area" during 1956 [B•T, April 1].

English-Speaking Awards Made

CBS news correspondent Charles Collingwood, Barbara Tucker Brown of WINA Charlottesville, Va., and CBS London newsman Alexander Kendrick were among those cited by the English-speaking Union "in recognition of sincere and continuing effort to achieve better understanding between the peoples of the United States and those of the British Commonwealth of Nations." The Better Understanding Award goes to Mr. Collingwood, while citations are to be recieved by Mrs. Brown and Mr. Kendrick. Awards ceremonies are scheduled later this summer at ESU headquarters in London.

AWARD SHORTS

KHOL-TV Kearney, Neb., given award of merit for its *This Is The Answer* program "in recognition of distinctive public service for the presentation of the gospel message."

WTIC Hartford, Conn., commended in resolution adopted by Connecticut General Assembly for its part in "keeping public informed of what legislature is doing."

WAGA-TV Atlanta honored with certificate of appreciation for "fine program put on by production manager, **Phil Taylor,** and tv announcer **Skip Thomas** honoring the anniversary of the Air Force."

Margaret Mary Kearney, educational director, WCAU-AM-TV Philadelphia, named "Woman of the Year" by Philadelphia Chapter of Immaculata College Alumnae. She received citation and gold medallion at dinner in her honor.

Sophie Altman, producer of *Teen Talk,* WRC-TV Washington, and **Bette Jerome,** moderator, received second consecutive award for show's "rewarding content" from Bethesda-Chevy Chase branch of American Assn. of University Women. AAUW 1957 awards also went to **Dorothy Looker,** producer-moderator, and **Evelyn Davis,** coproducer, *Ask It Basket,* WTOP-TV Washington, and **Lucy Pope,** producer, *The Other Two Billion,* WRC-TV.

WERE Cleveland awarded citation from American National Red Cross, for ". . . consistently [giving] . . . a greater total of air time on behalf of Red Cross than any comparable station in this area."

WHAY New Britain, Conn., received merit award of Advertising Club of Hartford for its 30-minute news program, *Dateline, Evening Edition,* which was cited as "best live local radio program."

Gordon Davis, general manager, KYW Cleveland, received citation for station in recognition of its season-round weekly programs of recorded chamber music, from Cleveland Chamber Music Society.

WMT-AM-TV Cedar Rapids, Iowa, received premiere award in annual creative competition of National Advertising Agency Network—group of advertising agencies covering 41 major markets in U. S., Canada and Hawaii—for series of ads which appear in various broadcasting and tv publications.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

First Quarter Tv Shipments Down From Last Year—RETMA

SHIPMENTS of tv receivers from factories to dealers totaled 1,787,346 units in the first four months of 1957, a decline from the 2,059,129 sets shipped in the same 1956 period. April shipments totaled 329,710 sets compared to 535,310 in March and 356,893 in April 1956. Following are cumulative tv set shipments to dealers by states during the first four months of 1957:

State	Total	State	Total
Alabama	27,942	New Hampshire	4,491
Arizona	10,677	New Jersey	63,513
Arkansas	16,430	New Mexico	7,372
California	169,062	New York	204,095
Colorado	15,812	North Carolina	36,169
Connecticut	29,335	North Dakota	6,279
Delaware	4,084	Ohio	100,122
Dist. of Columbia	18,226	Oklahoma	18,933
Florida	66,317	Oregon	19,732
Georgia	36,479	Pennsylvania	121,908
Idaho	6,072	Rhode Island	9,102
Illinois	102,717	South Carolina	15,477
Indiana	43,475	South Dakota	6,356
Iowa	19,671	Tennessee	32,561
Kansas	19,894	Texas	100,373
Kentucky	31,060	Utah	7,907
Louisiana	34,764	Vermont	3,578
Maine	9,263	Virginia	30,013
Maryland	25,338	Washington	27,509
Massachusetts	51,930	West Virginia	19,278
Michigan	67,148	Wisconsin	29,460
Minnesota	25,454	Wyoming	4,152
Mississippi	17,200	U. S. TOTAL	1,782,480
Missouri	39,905	Alaska	1,244
Montana	9,969	Hawaii	3,622
Nebraska	13,172	GRAND TOTAL	1,787,346
Nevada	2,704		

Magnecord Launches Program To Combat Discount Pricing

A NEW fair-trade dealer franchise program and certain modifications in its professional magnetic tape recorders to meet NARTB playback response standards have been announced by Magnecord Div. of Midwestern Instruments Inc. in Chicago.

In announcing the franchise program for helping dealers to protect their profit margins, Hugh J. Daly, Magnecord general sales manager, cited "promiscuous discounting" and charged that the electronics industry is "one of the biggest offenders in the field of price-cutting." He said Magnecord plans a large advertising campaign starting this month, and a long-range public relations program has been launched to augment sales promotion, merchandising and advertising efforts for professional magnetic tape and reproducing audio equipment. Magnecord advertising is handled by Gourfain-Cobb Adv. Agency, Chicago.

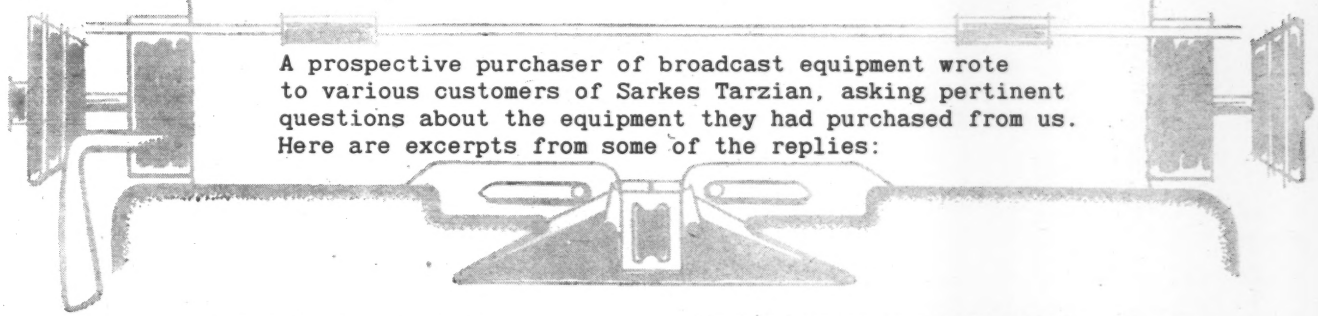
Modifications on equipment are for its PT6-A and PT6-J machine combinations involving component checks. Approved response is achieved by the amplifier configuration.

225 Papers in 48 Sessions Set by WESCON Aug. 20-23

A TECHNICAL program comprising 225 papers to be given in 48 sessions during four days, Aug. 20-23, makes up the agenda of the Western Electronic Show & Convention (WESCON) to be held in San Francisco's Cow Palace.

Of most interest to broadcast engineers will be the Aug. 21 afternoon session on "Tv and Radio Broadcasting," which will

Want to Know What Users Think -- and Say -- About SARKES TARZIAN Broadcast Equipment?



A prospective purchaser of broadcast equipment wrote to various customers of Sarkes Tarzian, asking pertinent questions about the equipment they had purchased from us. Here are excerpts from some of the replies:

"We have two Sarkes Tarzian micro-wave studio to transmitter links, and one micro-wave link for remotes. I have found their equipment very well designed and constructed. Sarkes Tarzian micro-wave equipment is superior in design and performance to XXXXXXXXX XXXXX XXXX XXXX in my opinion. I have installed and tested --over a long period of time--the other three makes and found Sarkes Tarzian superior in every technical respect. Another great advantage of Sarkes Tarzian equipment is its lower cost. I found their factory staff to be extremely helpful and eager to please. Unfortunately, I have not had any experience with their image Orthicon chains. We are seriously considering the purchase of a remote unit, but to date, have not decided. If we were to buy two 10 chains for remote use, I would buy Sarkes Tarzian. The equipment they make is equal to the best of them." --from a California station Chief Engineer.

"From Sarkes Tarzian, we purchased and have in actual use a Studio to Transmitter Microwave Link set-up; Vidicon Camera Chain and a Sync. Generator. The equipment in general is magnificent for economy of operations, high stability and quality. In fact, in about eight months we have been using said units, we have had one breakdown in the microwave system; None in the Sync. Generator, and one in the Vidicon Chain. I am positively sure you will enjoy using Sarkes Tarzian equipment for its excellent performance at so comparatively low an investment." --from a TV Station Chief Engineer in Puerto Rico.

"Our Sarkes Tarzian live and film pick-up cameras consist exclusively of Vidicon equipment. Although it is too early to give a reliable appraisal of Vidicon equipment for live pick-ups, it appears that the prospects of obtaining satisfactory results look very encouraging. We are well pleased with the appearance, construction and performance of Sarkes Tarzian equipment." --from a Radio-TV Director, a Florida University.

"Sarkes Tarzian is a well-managed, progressive and reliable company. We are using eight of the Image Orthicon camera chains that they sell. We are very pleased with their operations for studio and field use. A testament to their picture quality are the reports of "EXCELLENT" given us by NBC, CBS and ABC networks for the programs we originated for them from both remote and studio locations. We believe that they represent quality products with a definite and welcomed savings." --from an Assistant Chief Engineer, Midwestern Television Station.

"In answer to your inquiry about the equipment manufactured by Sarkes Tarzian, we are presently using quite a number of their pulse distribution amplifiers. These units have performed extremely well under continuous and very difficult circumstances. Although at the moment we do not have any additional equipment, I have looked over their line quite thoroughly and certainly have confidence in their ability to manufacture equipment. In addition to their manufacturing abilities, they also have a very positive approach in their customer relationships. For instance, soon after putting our series of pulse distribution amplifiers into service, a filament lead shorted and burned the filament transformer. We informed Sarkes Tarzian and, rather than just sending us the filament transformer, they air-expressed--at their expense--a complete new amplifier, and we merely returned the old unit. This sort of customer service leads me to believe that this is the type of company which will be easy to do business with." --from a Chief Engineer of a large California Station.

"We use only "studio type" Vidicon cameras, so we cannot comment on the operation of the Sarkes Tarzian Orthicon Camera. I can say this, however, we were the first educational institution to purchase a complete "package" from Sarkes Tarzian and we have been delighted with the design, flexibility, and performance of our equipment." --from a Radio-TV Director, a Midwestern University.

SARKES TARZIAN, Inc., Bloomington, Indiana

Designers and manufacturers of broadcast and closed circuit equipment since 1949 . . . One of the few manufacturers offering a complete line of broadcast and closed circuit television. We'll welcome your inquiry.

"GEE! I want some of those cookies!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

TOPS IN BALTIMORE

WCBM

CBS

- Top local shows!
- Top CBS shows!
- Top ratings!
- Top "buy" for every advertiser!

WCBM

10,000 watts on 680 k.c.

Baltimore 13, Md.

THE BOLLING COMPANY, INC.

Exclusive National Representatives

include the following papers: "Traveling Wave Vhf Television Transmitting Antenna," M.S.O. Siukola, RCA; "Video Tape Recorder Symposium," Ross Snyder and Charles Ginsburg, both Ampex Corp., with representatives of the networks using recorders; "Understanding the Artist's Problem in Telecasting," William Wagner, KRON-TV San Francisco; "A Compatible Single-Sideband System Designed for the Broadcast Service," Leonard R. Kahn Research Labs; "A Stable Precision Television Demodulator," Herb Hartmen, KCRA-TV Sacramento; "Operation, Maintenance and Field Tests of Quadrature-fed Antennas," Harry Jacobs, KGO-TV San Francisco.

Other sessions will deal with controlled nuclear fusion, microwave tubes, crystal filters, instrumentation, medical applications of supervoltage radiation, vehicular communications, analog and digital computer devices, telemetry, ultrasonic engineering, transistor circuits, microwave solid-state devices and other such subjects. There will even be a session on "Tv Receivers and Televisual Devices" at which RCA's V. K. Zworykin will read a paper on the television color translating microscope.

Holleran, Farese, Burnett Figure in Realignment at RCA

REALIGNMENT of three top executive positions as the first step in reorganization of RCA Electron Tube Div. was announced last week by Douglas Y. Smith, vice president and general manager. The division is being reorganized on an industrial and entertainment basis.

Effective July 1, Mr. Smith said, L. F. Holleran, general marketing manager, becomes manager, distributor products; John B. Farese, manager, personnel, is appointed manager, entertainment tube products; and C. E. Burnett, manager, cathode ray and power tube operations, becomes manager, industrial tube products.

HOLLERAN FARESE BURNETT

Mr. Holleran is a veteran of 23 years with RCA. Mr. Farese joined RCA in 1930. Mr. Burnett, has been with RCA since 1933.

The division is being reorganized into autonomous units responsible for the engineering, manufacture and sale of industrial and entertainment electron tubes, according to Mr. Smith.

Crossland Promoted at GE

GEORGE O. CROSSLAND, sales administrator at General Electric Co. headquarters in Schenectady, last week was named to the new post of manager, Electronic Parts Distributor Development and Trade Relations. In announcing Mr. Crossland's appointment, Electronic Components Distributor Sales Manager John T. Thompson pointed out that the new post will encompass three major areas—development of new techniques in electronic parts distributor operations, sales training programs and liaison with more than 300 trade associations.

MANUFACTURING SHORTS

Foto Video Labs Inc., Little Falls, N. J., reports shipments of new V-9A tv waveform monitor to ABC Chicago; U. S. Signal Corps pictorial center, Long Island City; WRBL-TV Columbus, Ga.; KFVS-TV Cape Girardeau, Mo.; WPBN-TV Traverse City, Mich., and KUOM-TV Minneapolis. Firm has appointed following new representatives: California-Peninsula Assoc., Redwood City; Midwest-K&M Electronics Co., Minneapolis, and Central-Moore Sales Co., Detroit.

RCA reports shipment of color film camera to WWL-TV New Orleans.

Electronic Development Labs, N. Y., announces Meter-Guard, transparent protective meter cover for Simpson Instruments, models 260, 303, 276, 880. On sale for $2.50 at parts distributors, Electronic Development Labs, 71 Nassau St., N. Y. 38.

Collins Radio Co. announces sale of 20 am broadcast transmitters, including one 250 w, one 15 kw, three 5 kw and one 10 kw. Stations purchasing equipment were WTIG Massillon, Ohio; KAVL Lancaster, Calif.; KPOR Quincy, Wash.; WCRK Morristown, Tenn.; WILA Danville, Va.; Radio Oaxaca, Oaxaca, Mexico; KBND Bend, Ore., and KOBY San Francisco. Remainder of equipment went to Firooz Trading Co., Teheran, Iran. WTIG, KPOR and WILA were all complete station purchases.

International Sight & Sound Exposition Inc., Chicago, reports overall 33% increase in hi-fi sales for 18 cities for past 12 months. Figures tabulated by Electronics Information Bureau show sales boosts for hi-fi products of 105%, Buffalo; 90%, Minneapolis; 77%, New Orleans; 65%, Detroit; 45%, Atlanta; 39%, Cincinnati; 29%, Baltimore; 26%, Los Angeles; 23%, Chicago; 20%, Dallas; 18%, New York; 17%, Pittsburgh; 11%, Salt Lake City; 7%, Denver; 6%, San Francisco; 5%, Omaha and 2%, Kansas City.

Admiral Corp. announces 14- and 17-inch portable tv receivers incorporating latest 110-degree aluminized picture tubes. Use of tube reportedly permits company to remove as much as five pounds from cabinet depth and lighten complete set by four pounds.

Federal Instruments, Industrial Products division of International Telephone & Telegraph Corp., Clifton, N. J., announced it has developed accurate uhf millivoltmeter for use in calibrating signal generators, determining exact sign levels and measuring minute voltage levels.

Rek-O-Kut Inc., Long Island City, announces purchase of Audak Co., manufacturer of high fidelity equipment.

Tourists discover vacation paradise in Isle Royale National Park, Michigan.

This is the Michigan island Ben Franklin gave to you...

It was named Isle Royale by French explorers when they staked first claim to this 210-square-mile island wilderness in Lake Superior. But, according to legend, Ben Franklin, with his interest in electricity, wanted the island and its copper deposits for the United States. At the peace conference following the Revolution he got it.

Today, as Isle Royale National Park, this primeval vacationland, off the northernmost coast of Michigan, belongs to you. There are quiet lakes where you can land a battling pike or watch a bull moose take his early morning drink. More than 80 miles of foot trails lead through lush forest where 36 species of orchids grow wild and undisturbed. You can see 500,000,000-year-old rock formations and the relics of prehistoric Indians. You can take sight-seeing cruises along the craggy shore beneath towering cliffs, camp in unspoiled wilderness, swim in clear, cold streams.

The copper mines at Isle Royale have long since been abandoned, but thousands of Americans every year find even greater riches in its unique vacation resources. When you go there you'll probably agree that Ben got himself . . . and you . . . a bargain.

FREE Tour Information

If you would like to visit Isle Royale, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N. Y. — also ask for our colorful National Parks Map.

SINCLAIR SALUTES THE MICHIGAN UNITED CONSERVATION CLUBS... a statewide organization of 60,000 members in 295 clubs, for advancing conservation in all its phases. Since 1937, the MUCC has been dedicated to protecting the natural resources — woods, waters, wildlife and the great outdoors of Michigan. By keeping constant watch over the State's conservation program, it safeguards for the citizens of today and generations to come a great wealth of scenic wonders and outdoor recreation facilities.

SINCLAIR
A Great Name in Oil

Another in Sinclair's American Conservation Series

THE LID'S OFF IN TRI-CITIES*

WCYB-TV has entered into the exclusive clique of booming markets. Compare it, for instance, with Kansas City—or Denver —or any of the blue-blooded stations that SELL, COVER and DELIVER.

No matter how you take your tea, WCYB-TV provides the sugar of a three-times* sweeter market.

NBC/ABC WCYB-TV CHANNEL 5

* BRISTOL, VIRGINIA-TENNESSEE
JOHNSON CITY, TENNESSEE
KINGSPORT, TENNESSEE
REPRESENTATIVES: WEED TELEVISION CORPORATION

KiTE Sells San Antonio

MORE DAILY HOME AUDIENCE IN SAN ANTONIO THAN ANY OTHER STATION! ‡

MUSIC & NEWS for ADULTS

NCS #2

Call Avery-Knodel, Inc.

INTERNATIONAL

Ireland Considers Offer For McLendon to Build Tv

AN American type television station is under consideration by the Irish government, it became known last week. The new De-Valera government has under consideration an offer by the McLendon Corp. of Dallas, Tex. (Gordon B. McLendon) to build a $2.5 million commercial tv station in Dublin, with two boosters to cover the Republic of Eire.

Some of the northern Irish areas now receive television service from the BBC station in Belfast, but the greater part of the country receives no tv at all.

Mr. McLendon said that the offer was made two months ago and was under consideration by the Minister of Posts and Telegraphs. The Texas broadcaster refused to estimate when some action might be taken although he expressed the thought that it would be some time, since the new DeValera administration was still organizing. For the last four months, the McLendon interests have had a representative in Ireland working on this project.

Although the projected tv station would be run on American commercial lines, there would be a tie-in with the government, Mr. McLendon said. This would include not only some form of government supervision and use, he explained, but also a profit sharing arrangement between the operators of the station and the Irish treasury. When the McLendon offer is accepted, Mr. McLendon stated, a new corporation known as the Irish Broadcasting Co. would be formed.

Associated with the television offer is a corollary proposal to establish a radio station in Ireland. Present Radio Eireen is state-owned and operates similar to the BBC in England.

The McLendon stations are KLIF Dallas, KILT Houston and KTSA-AM-FM San Antonio, all Texas. The McLendons (Gordon McLendon is associated with his father, Barton R. McLendon) are of Scotch-Irish descent.

Russians Destroy Any Hope For 'Open Curtain' Tv Exchange

THE initial optimism gingerly voiced in many quarters following Senate Majority Leader Lyndon Johnson's proposal for an "open curtain" tv exchange between the U. S. & USSR [B•T, June 17] has generally been replaced by the realization that the Soviets want no part of the idea.

Both *Pravda,* the official Communist party newspaper, and Radio Moscow blasted any possibility of allowing Americans to appear on Russian radio or tv in exchange programs. *Pravda* charged that "the Western powers wanted to use (the proposed) radio and television exchange not to weaken the cold war but to intensify it." Radio Moscow declared that ". . . the Soviet people are not interested in listening to the anti-Soviet mouthings of Mr. Dulles . . . about how America intends to annihilate our towns and villages."

Earlier in the past fortnight two Russian officials had talked with apparent favor of the concept of a tv exchange. Deputy Premiers A. I. Mikoyan and V. M. Molotov said that, though they had no official notification of a broadcast exchange proposal, "we are in favor of any kind of cultural exchanges . . ." such exchanges would be a good idea.

World Television Congress Set for London Next Fall

AS PART of President Eisenhower's People-to-People program, World Commercial Television Congress will be held in London on Sept. 18 for representatives of 15 nations now utilizing commercial tv facilities.

The day-long session will consist of two phases—a discussion of "Television as a Medium of World Communication," which will be under the auspices of the People-to-People foundation, and morning and afternoon seminars on commercial television. During the commercial seminars, film clips of commercials and programs typical of each country will be shown.

Selected as the common denominator of world television and to be shown at the congress is *The Adventures of Robin Hood,* co-produced by Official Films, New York, and Sapphire Films, London, and carried in the U. S. on CBS-TV under the alternate sponsorship of Johnson & Johnson and the Wildroot Co. Johnson & Johnson has invited 66 leading U. S. newspaper television columnists to attend the conference and to spend a week in Europe to study and view the operation of Eurivision and talk with commercial broadcasters there.

Two Die on WOOD-TV Tour

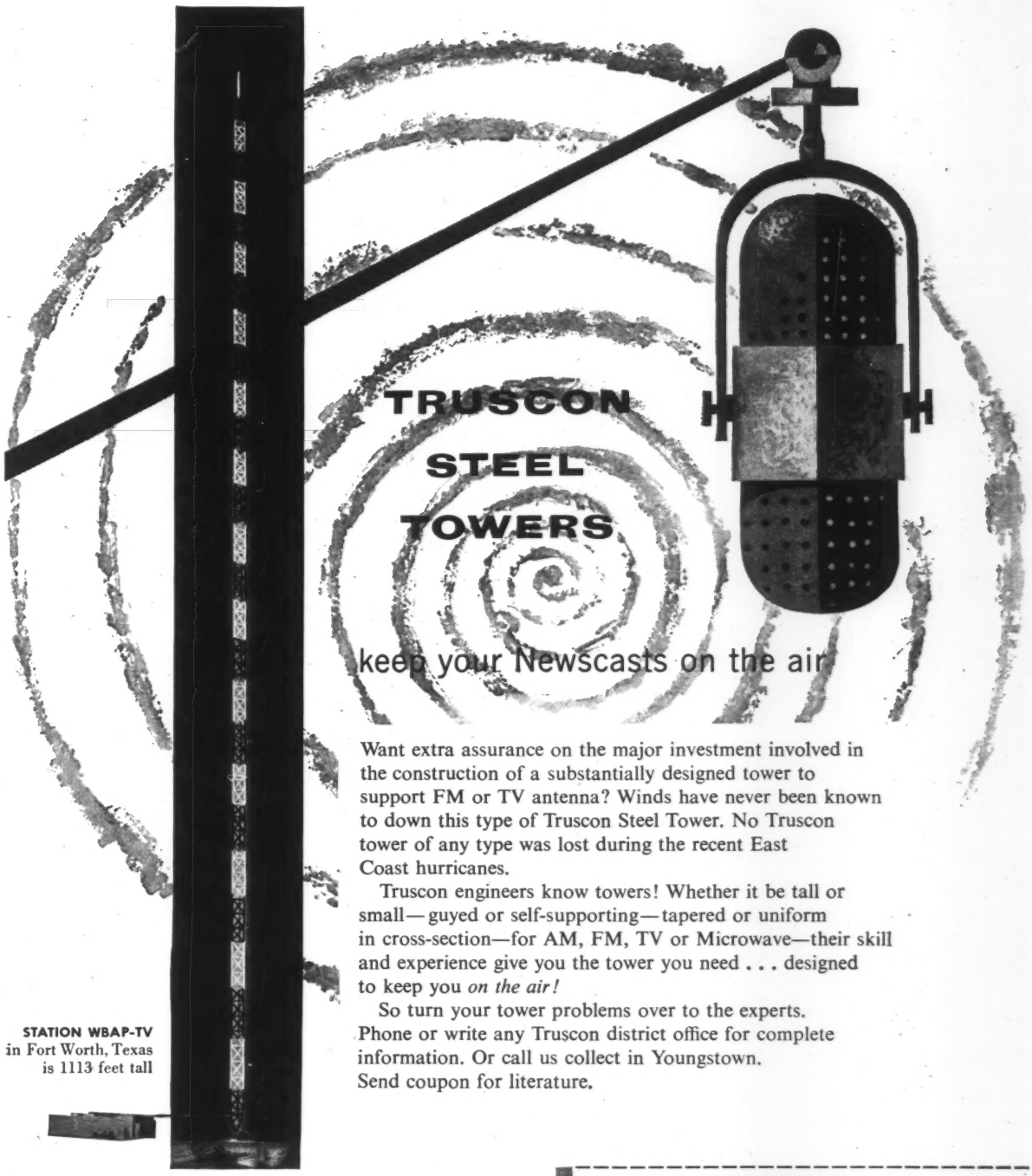
A TOUR of the Soviet Union sponsored by WOOD-TV Grand Rapids, Mich., last fortnight, ended in tragedy before it even began, as a plane carrying five of the American tourists crashed while attempting to land at Moscow's Vnukovo Airport. Dead were nine passengers, including two Americans, Mr. and Mrs. Harvey Beuker of Grand Rapids. Mrs. Margaret Tremper of Grand Rapids survived in critical condition. Her 14-year-old daughter, Michelle, and WOOD-TV News Director Richard Cheverton suffered only minor injuries.

O'Farrill In Hospital

ROMULO O'FARRILL, Mexican newspaper publisher and broadcaster, was admitted last week to the Naval Hospital at San Diego, Calif. Reason for his hospitalization was not divulged. Mr. O'Farrill publishes the *Mexico City Novedades* and *News,* and his interests include XEW-TV Mexico City, XHTV (TV) Mexico City, XEQ-TV and XEX-TV Paso De Cortes and XEZ-TV Queretaro.

Anselmo Now in Mexico for ABC

APPOINTMENT of Rene Anselmo as Mexico and Central America sales representative for ABC film syndication was announced last week by Don L. Kearney, vice president in charge of sales. Mr. Anselmo, who makes his headquarters in Mexico City, formerly represented Fremantle Overseas Radio & Television, New York, in the same locale.



Want extra assurance on the major investment involved in the construction of a substantially designed tower to support FM or TV antenna? Winds have never been known to down this type of Truscon Steel Tower. No Truscon tower of any type was lost during the recent East Coast hurricanes.

Truscon engineers know towers! Whether it be tall or small—guyed or self-supporting—tapered or uniform in cross-section—for AM, FM, TV or Microwave—their skill and experience give you the tower you need . . . designed to keep you *on the air!*

So turn your tower problems over to the experts. Phone or write any Truscon district office for complete information. Or call us collect in Youngstown. Send coupon for literature.

STATION WBAP-TV
in Fort Worth, Texas
is 1113 feet tall

TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL
YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.
A NAME YOU CAN BUILD ON

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
Dept. C-3025
1074 Albert Street, Youngstown 1, Ohio

Please send me latest catalog showing specifications and other details of Truscon Steel Towers.

Name_____ Title_____

Company _____

Address _____

City_____ Zone___ State_____

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

John D. Morgan, account executive with Harry Schneiderman Inc., has organized his own advertising agency, John D. Morgan Inc., Adv., at 360 N. Michigan Ave., Chicago 1. Telephone: Dearborn 2-3396.

Robert E. White, formerly senior vice president and director, Henri, Hurst & McDonald Inc., Chicago, to Rutledge & Lilienfeld Inc., same city, as vice president.

Kirke Beard, for past four years general manager of Anderson-McConnell, L. A., appointed vice president.

James Cope, vice president, public relations, Chrysler Corp., Detroit, named vice president, corporate market planning.

Kay Reed, assistant advertising manager, Lady Esther division of Chemway Corp., promoted to advertising manager.

◄ **Mary Dunlavey,** formerly account executive with Aitkin-Kynett Co., Phila., to Kastor, Farrell, Chesley & Clifford, N. Y., in executive capacity to handle contact-media work.

William A. Sittig, vice president and marketing director, Clinton E. Frank Inc., Chicago, appointed general manager.

John C. MacKinnon, formerly manager of footwear merchandising, appointed to new position of general sales manager of footwear and glove divisions of Hood Rubber Co. and B. F. Goodrich Footwear Co., both divisions of B. F. Goodrich Co.

◄ **John H. Riordan,** account supervisor at Roy S. Durstine Adv., N. Y., to Geyer Adv., same city, in similar capacity. Before going to Durstine four years ago, Mr. Riordan headed his own advertising agency, John H. Riordan Co., L. A., for 15 years.

Charles F. Mallory, Ruthrauff & Ryan's M. B. Scott Div., L. A., to Goodman Adv. Inc., same city, as senior account executive in charge of new business development.

Paul E. Nelson, formerly radio-tv production head at Gardner Adv. Co., to Aubrey, Finlay, Marley & Hodgson, Chicago, as account executive.

Kent Westrate, senior market analyst, appointed account executive on Sweetheart Soap at Edward H. Weiss & Co., Chicago.

Perry Pasmezoglu named public relations director of Catalina Airlines, Beverly Hills, and appointed account executive to represent Catalina for Irwin—Los Angeles Agency.

William A. Nichols, with Minute Maid-Snow Crop frozen foods, appointed national merchandising manager.

Philip A. Young, tv creative group head, McCann-Erickson, to Campbell-Ewald, Detroit, as copy director.

Desmond O'Neill, associate media director, Bryan Houston, N. Y., to media department, Kenyon & Eckhardt, same city, as broadcast buyer.

Shepherd Welsh, formerly copy chief at Hicks & Griest, L. A., to copy director, Wexton Adv., N. Y.

Sinclair Jacobs Jr., account executive at Ted Bates Co., N. Y., to Pharmaceuticals Inc. as product manager for Zarumin.

Harry D. Goodwin, veteran of 26 years in advertising business, to Daniel F. Sullivan Co., Boston, as director of sales promotion.

Charlene Hirst, formerly director of radio-tv, Parker Adv., N. Y., to newly created position of media director of radio-tv, Mohr Assoc., same city.

Burton Wasserman, formerly research director at George H. Hartman Co., Chicago, to Campbell-Mithun Inc., same city, in similar capacity.

Albert W. Kadish, formerly merchandising field manager, Doherty, Clifford, Steers & Shenfield, N. Y., to Gore/Serwer Inc., same city, as market research associate.

Roslyn Shaw, currently conducting a marketing research program in Florida for Louden Co. client Lunn Laminates Inc. (plastic manufacturer), promoted to publicity assistant in New York office of agency.

Pieter P. de Kadt, formerly with Alfred Politz Research Inc., to radio-tv department of N. W. Ayer & Son, N. Y.

Houston L. Levers, account executive-creative post with Harrington-Richards Div. of Fletcher D. Richards Inc., S. F., to BBDO, L. A., copy department.

Ted Bergmann, vice president-associate director of radio-tv, McCann-Erickson, N. Y., father of boy.

Stephen A. Vetter, 63, controller for Radio-Tv Adv. Inc., Miami, died following heart attack.

Todd Franklin, 54, recently vice president-research director, Grant Adv., N. Y., died on June 13.

Lewis S. Hunt, 59, account executive at The Buchen Co., Chicago, since 1950, died June 8.

FILM

Lou Marget, sales promotion department, MCA TV Film Syndication, named supervisor of sales promotion for firm.

Edward C. Dowden to Shamrock Studios, Winter Park, Fla., as advertising-publicity director.

Bill Pegler, account executive, Scott Henderson Adv., Tucson, to Television Zoomar Corp. in national sales capacity.

Clayton Bond, formerly with Television Programs of America, to NBC Television Films (division of California National Productions Inc.) sales staff covering Ohio, Indiana, Kentucky and West Virginia.

NETWORKS

Roy Porteous, formerly sales director of NBC-TV *Today-Home-Tonight* unit, to CBS-TV network sales, Chicago, as account executive.

John Rolfson, American Broadcasting Network news writer, promoted to network news editor.

Phil Rizzuto, ex-Yankee star, named sportscaster on CBS Radio's *Sports Time* (Mon.-Fri. 7-7:05 p.m. EDT) three days per week, alternating with **Herman Hickman** who has been featured on six-day-week basis. On July 1, Mr. Rizzuto will replace Mr. Hickman throughout week until fall when latter is scheduled to return to program fulltime.

Herman Hickman, WCBS New York sportscaster, appointed member of "President's

Citizens Advisory Committee on Fitness of American Youth."

Leonard Bass, 43, MBS director *(Gang Busters, Treasury Agent* and *Counter-Spy),* died June 19 following heart attack.

STATIONS

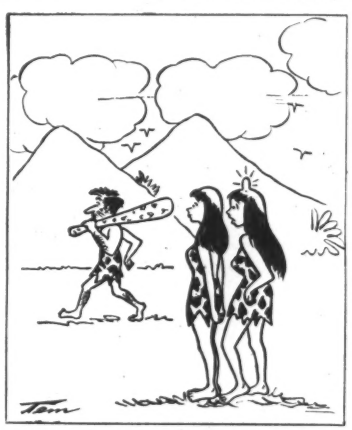
◄ **Jack Craddock,** sportscaster and formerly director of sports for WALB-TV Albany, Ga., to WKDL Clarksdale, Miss., as president and general manager. Mr. Craddock was announcer of Pittsburgh Pirates baseball games for 13 years.

John H. Kimball named president and secretary-treasurer of Oliver Broadcasting Corp. (WPOR Portland, Me.). **John H. Norton Jr.** appointed vice president-general manager of Oliver in addition to his duties as vice president-general manager of Mt. Washington Tv (WMTW [TV] Poland Spring, Me.). **Harry J. Dowd Jr.** named assistant treasurer of Oliver Corp. and **Charles L. Hildreth** elected to board of directors.

◄ **Tom Doughty,** formerly with WDAK-TV Columbus, Ga., to WMOG Brunswick. Ga., as general manager.

◄ **Irving Waugh,** vice president-general manager of WSIX-TV Nashville, returns to WSM-TV Nashville as general manager. He had been executive assistant to president and commercial director of WSM-TV before joining WSIX-TV several weeks ago [B•T, June 3].

William C. Rhodes, KLER Lewiston, Idaho, manager, to KNEW Spokane, Wash., as general sales manager. **Robert G. Salter** named program director for KXL Portland, KJR Seattle and KNEW Spokane. All stations operated by Mount Rainier Radio & Tv Corp.



"Those KRIZ Phoenix air personalities make the biggest impression!"

◄ **Ray Grant,** general sales manager, KRAM Las Vegas, named assistant general manager.

James R. Bonfils, account executive with Tv Productions of America, to WTTG (TV) Washington as station manager succeeding **James Anderson** who transfer to DuMont's New York office.

Ed Snyder, sales department, WDAK Columbus, Ga., to WDAX McRae, Ga., as manager. WDAX expects to go on air July 15 and is licensed by Radio Columbus Inc. (WDAK-AM-TV).

◄ **John Alexander,** formerly manager of KODY North Platte, Neb., to WFLA Tampa as station manager.

Art Bane, account executive, KUDU Ventura, Calif., named sales manager succeeding **Red Gilson,** resigned. **John McCormick,** sports announcer, to KUDU as salesman-sports director.

◄ **Charles A. Wilson,** sales promotion supervisor, WGN Chicago, named advertising sales promotion manager. He also has been appointed member of management group of WGN Inc. (WGN-AM-TV).

Robert Sampson, formerly general manager, WSAI Cincinnati, to WTCN Minneapolis-St. Paul, as general sales manager.

◄ **Jack Cosgrove,** WTCN sales staff, named WTCN local sales manager.

◄ **William E. Daley,** sales manager, WTCN, named local sales manager for WTCN-TV. He has been with WTCN for past six years and was sales manager for past four years.

Willard Fraker, general manager-sales manager, WJHP-TV Jacksonville, Fla., to WFGA-TV Jacksonville as local sales manager.

Marcia Davenport, commercial manager and assistant in construction and organization of KIRT Mission, Tex., to KANN Sinton-Corpus Christi, Tex., as commercial manager in charge of local, regional and national sales.

Dick McDaniel and **Holly Moyer,** both of KVOD Denver, promoted to commercial sales manager and national-regional sales manager, respectively.

'GEE! Gas with more power's for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching.* For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

The smaller radios get, the larger radio gets.

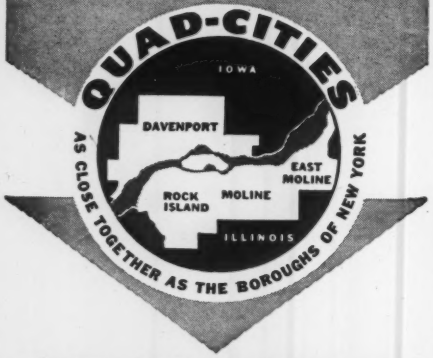
WMT 600 kc
CBS Radio for Eastern Iowa
The Katz Agency represents us

© 1957, WMT, Cedar Rapids, Iowa.

Among Us Towers

. . . the tower with the SALESpower in Oklahoma

ONE OF THE
FIRST 100 MARKETS



WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago

CBS
REPRESENTED BY AVERY-KNODEL, INC.

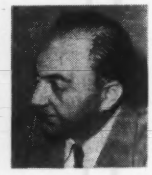
PEOPLE CONTINUED

◄ **Robert L. Smith,** formerly sales promotion supervisor for Foster & Kleiser Outdoor Adv., S. F., to KPIX (TV) San Francisco as assistant sales promotion manager. His main duties will consist of research, creation of sales aids and audience and market analysis.

◄ **Judd A. Choler,** formerly promotion manager with WSBT-WSB-TV South Bend, Ind., to WFMY-TV Greensboro, N. C., in similar capacity.

Dean McCarthy, Lawrence Turet and **Leon Dolnick** appointed assistant to president to handle national sales, assistant program director and merchandise manager, respectively, at WITI (TV) Milwaukee.

Herman Maxwell, salesman, WRCA New York, named sales director succeeding **George Stevens,** resigned to join Transcontinent Tv Corp.



◄ **Spencer M. Allen,** director of news, WGN-AM-TV Chicago, to WLWC (TV) Columbus, Ohio, as news-public affairs director. Mr. Allen will be seen nightly, Mon.-Fri., on two newscasts. He had been with WGN Inc. for 18 years before joining WLWC.

◄ **A. Richard Robertson,** formerly advertising manager of *Television Age,* named director of sales development - promotion-publicity for KSBW-AM-TV Salinas-Monterey and KVEC-KSBY-TV (formerly KVEC-TV) San Luis Obispo, both Calif.

◄ **Jack Stapp,** program didirector, WSM-AM-TV Nashville, resigns to devote full time to his new business, Tree Publishing Co. He will continue to produce Prince Albert NBC portion of *Grand Ole Opry* for William Esty, N. Y.

◄ **Ott Devine,** chief announcer, succeeds Mr. Stapp as program director. He served as acting program director of WSM during 1942-1946 and has been with station since 1935.

◄ **Al Vare,** host of *Star Case of Hits,* WMBR-AM-FM Jacksonville, named program director. He has been in radio and tv for past 11 years.

Armand La Pointe, KLAC Los Angeles, named merchandising director.

◄ **Joseph E. Faraghan,** formerly program manager, WGN-TV Chicago, to WFLA-TV Tampa as program department director.

Al Shepard, formerly with *Denver Post,* Denver, Colo., to KLZ-AM-TV Denver as publicity director. He succeeds **Earl Wennergren** who resigns to accept position in petroleum industry.

John K. Williams, recently released from service, to KCRG-AM-TV Cedar Rapids, Iowa, as news director.

Allen Jeffries, veteran midwest newscaster, named news director of WISH Indianapolis.

John Evans, early morning personality, WIS Columbia, S. C., assumes additional post as sports director succeeding **Dave Moss.**

Lute Mason, sports director of WDSM-TV Duluth, to KFMB-TV San Diego as sports director and announcer.

Al Lamm, pianist and part-time member of WOW Omaha staff, named music director for WOW-AM-TV.

◄ **Edward E. Kash,** tv sales-production man, to WFBM-TV Indianapolis as account executive. He formerly was commercial producer-television client contact for Kenyon & Eckhardt, Chicago, and senior producer-writer with Henri, Hurst & McDonald, same city.

William W. Grisby, sportscaster, to KMBC Concordia, Kans.-KFRM Kansas City, as account executive.

Bob Neece, formerly announcer-director, WJBK-TV Detroit, to KWK-TV St. Louis as account executive.

Richard H. Gurley Jr., sales staff, WEEI Boston, to WBZ-TV Boston as account executive.

Jody Hoffman, formerly WOR-TV New York staff producer, to WOV New York as sales coordinator.

Wally Wesley appointed engineer-in-charge at WXIX (TV) Milwaukee. He succeeds **Art Schoenfuss** who moves to CBS-TV New York.

Charles A. Brown joins WDRC Hartford, Conn., as control room engineer succeeding **Ray Wilson,** resigned.

THE COMMUNITY NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

WHEN a guest comes to WABT (TV) Birmingham, Henry P. Johnston, president, gives him a ride through the main city streets in "Bouncalot," a kiddie show vehicle for the station's kid personalities. Here, Harry Bannister, NBC, wearing a baseball cap, is shown with Mr. Johnson, decked out in a Scotch plaid beret.

Darrell Smith, cameraman at KARD-TV Wichita, Kans., to KBTV (TV) Denver.

Lee Posselt, former cameraman, WREX-TV Rockford, Ill., to WITI-TV Milwaukee in similar capacity.

Lionel Lokos, former copywriter at Hicks & Griest, N. Y., to WQXR New York in similar capacity.

Gary Segar, KTLN Denver, to KRMA-TV Denver as announcer, succeeding **Jim Palmquist** who joins KLIR Denver.

Bob Bailey, formerly with WUNC-TV Chapel Hill, to WSJS-TV Winston-Salem, both N. C., as announcer.

Paul Harvey, ABC radio commentator, signed for news series on WCFL Chicago, Mon.-Fri., 12-12:15 p.m.

Paul Mills, announcer-newsman, WTOP Washington, to WWDC Washington announcing staff.

Jack Eigen, night club disc jockey, to WNBQ (TV) Chicago for new weekly interview colorcast series (Tues., 10:30-11 p.m.).

Bill O'Toole, WABC New York announcer, to KABC Hollywood in similar capacity.

Don Blair, announcer-studio manager, WNYC New York, to WHAM Rochester, N. Y., as announcer-disc jockey.

Ken Cariker, staff announcer-sportscaster at KARD-TV Wichita, Kans., to KWTV (TV) Oklahoma City, Okla., in similar capacity.

N. C. Milwee, formerly assistant program director, WVJS Owensboro, Ky., to WFIE-TV Evansville, Ind., as staff announcer.

Bob Norris, WEIM Fitchburg, Mass., disc jockey, to WDVH Gainsville, Fla., in similar capacity.

Bob Osbourne and **Bob Hardy,** both formerly with WIBV Belleville, Ill., to WIL St. Louis as announcer and summer replacement announcer, respectively.

Gordon Grannis, formerly advertising, publicity and promotion manager for KOVR (TV) San Francisco, to Crown Zellerbach Corp., same city, as public relations assistant.

Lon Nelles, formerly salesman-staff announcer at WBTA Batavia, and WEBR Buffalo, both N. Y., to sales staff of WGN Chicago.

Phil Sanford, local sales manager, WNEM-TV Bay City-Saginaw, to WMMA Miami sales staff.

Alan Cragin to KFMB-TV San Diego sales staff.

Jim Whipkey, news department, KFOR Lincoln, Neb., to WTTH Port Huron, Mich., in similar capacity.

Dick Robbins, writer for *Queen for a Day*, to publicity staff of KTLA (TV) Los Angeles.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
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NEW YORK 22, N. Y.
All Inquiries Confidential

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DETROIT
FIRST IN DETROIT
• PROGRAMMING
• EXPERIENCE
• SALES RESULTS
ASK DETROITERS!
BASIC NBC AFFILIATE
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Representatives:
PETERS, GRIFFIN, WOODWARD, INC.

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

Russell Blood to WLOB Portland, Me., disc jockey staff, succeeding **Dave Fennell** who joins WARE Ware, Mass.

John Babcock, from announcing staff of KDAY Santa Monica to news bureau, KLAC Los Angeles.

James Gerity Jr., president of Gerity Broadcasting Co., Adrian, Mich., elected chairman of College of Commerce Advisory Council at U. of Notre Dame.

Barbara J. Bloom joins WHB Kansas City as music librarian succeeding **Suzanne Sherman,** married.

Lorene McCarthy, co-director of public affairs at WBBM-TV Chicago, and James Watson announced their marriage June 1.

Alex Cooper, 37, disc jockey of KLAC Los Angeles, died last Wednesday of lung cancer in his North Hollywood home. He had been one of KLAC's "Big Five" disc jockey group since 1952.

REPRESENTATIVES

◄ **Carlos Reese,** John Blair & Co. sales staff, named St. Louis manager, effective July 1. He succeeds **Tom Harrison,** who has been appointed vice president and sales manager of American Broadcasting Network.

Jack Eisele, regional sales-promotion, KGUL-TV Houston, to Clarke Brown Co. as manager of Houston office.

Stuart L. Mackie, in radio and advertising since 1948 and most recently with sales promotion-public relations department of Chicago Title & Trust Co., to radio sales staff of Avery-Knodel Inc., Chicago.

TRADE ASSNS.

Gerry Shappell, advertising manager of Sealy Inc., elected president of Adv. Executives Club of Chicago.

Mrs. Carl Landers, chief timebuyer, John W. Shaw, Chicago, elected president of Junior Women's Adv. Club in that city.

Stanley W. Koenig, director of advertising, Olin-Mathieson Chemical Corp., named chairman of ANA advertising budget control task force. He succeeds **John W. Jackson,** manager, RCA advertising and sales promotion administration, who will continue to serve on committee.

Wallace M. Bradley, assistant to general manager in charge of programming, WWLP (TV) Springfield, Mass., named executive director of committee for Competitive Tv, organization of uhf stations. Mr. Bradley is headquartering at CCT's Washington headquarters, 1735 DeSales St., N. W.

MANUFACTURING

Harold B. Richmond, chairman of board, General Radio Co., Cambridge, Mass., retired.

H. Ronald Eldridge elected assistant comptroller of Federal Telephone & Radio Co., division of IT&T. He joined firm in 1941.

Clarence A Malin, vice president, RCA Victor Distributing Corp., appointed general manager of L. A. branch, succeeding **Hadley C. Chapman** who has retired after 30 years with RCA.

◄ **Eugene J. Martin,** Sylvania Electric Products, to Polarad Electronics Corp., L. I., N. Y., as special assistant to president. Mr. Martin also lectures on technology of vacuum tube construction at Polytechnic Institute of Brooklyn and is under contract with McGraw Hill Publishing Co. for book on this topic.

John Messerschmitt, renewal tube sales division, Amperex Electronic Corp., Hicksville, N. Y., promoted to assistant to vice president-general sales manager. **George Elliot,** office manager of Amperex, named manager of export and tube industry sales.

John M. Glynn and **Joseph R. Richmond,** sales administrator and sales expediter-director of distribution - jobber relations, respectively, for Tobe Deutschmann Corp., Norwood, Mass., named assistants to sales manager.

Henry W. Leland, 54, manager of media planning and research for General Electric Co., Schenectady, N. Y., died June 13 in N. Y.

PROGRAM SERVICES

Frank W. Noble, formerly assistant general sales manager of merchandising, Studebaker-Packard Corp., Detroit, to TelePrompTer Corp. as Detroit area manager.

PROFESSIONAL SERVICES

Harry Carlson, vice president in charge of N. Y. office, Burns W. Lee, named vice president of General Public Relations Inc., Benton & Bowles subsidiary which absorbed Lee in merger Feb. 1.

◄ **Forbes W. Blair,** assistant U. S. Attorney for District of Columbia, has joined Washington law firm of Welch, Mott & Morgan. Mr. Blair, 1952 law graduate of West Virginia U., was with procedural studies division of Administrative Office, U. S. Courts, then Office of U. S. Attorney as law clerk and was subsequently appointed assistant prosecutor assigned to criminal trial work and later to appellate division. He is member of both West Virginia and District of Columbia bars.

INTERNATIONAL

G. S. L. Anderson, vice president of E. W. Reynolds Ltd., Toronto, to president of Advertiser' Guild of Toronto, with **W. Patrick Grassick,** Coca-Cola Ltd., Toronto, named vice president.

E. T. Reynolds Jr., formerly of All-Canada Radio Facilities Ltd., Toronto, Ont., to national sales manager of CJCB-AM-TV Sydney, N. S.

C. Price to managing director of CKGN-TV North Bay, Ont.

Donald M. E. Hamilton to director of advertising and sales of CKOY Ottawa, Ont.

EDUCATION

◄ **Waldo M. Abbot,** director of broadcasting at U. of Michigan, Ann Arbor, Mich., since 1925 and author of *Handbook of Broadcasting,* reportedly first professional text in field, retired.

Cledge Roberts, 52, director of tv workshop of New York U. since 1951, died June 14 from leukemia.

Make More Money
With Standard Shorty Tunes
Playing time only half as long as usual phono record. Allows you extra time for extra spots. Ups your program profit. Send for one month trial of 20 tunes for only $8.50.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package

Station Authorizations, Applications
(As Compiled by B • T)
June 12 through June 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through June 18

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	258	368	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through June 18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	386	89	475[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	353	324	677[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	856	582	1,437[3]
Noncomm. Educ.	67		37	32	66[4]
Total	1,162	337	893	614	1,503[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations . . .

APPLICATIONS

Mobile, Ala.—Wisteen Inc., uhf ch. 48 (674-680 mc); ERP 22.21 kw vis., 13.33 kw aur.; ant. height above average terrain 185 ft. above ground 218 ft. Estimated construction cost $137,797, first year operating cost $180,000, revenue $185,000. P. O. address 1017 S. Second St., Milwaukee, Wis. Studio location Mobile. Transmitter location Mobile County. Geographic coordinates 30° 41′ 34″ N. Lat., 88° 02′ 29″ W. Long. Trans.-ant. RCA. Legal counsel Alan Wohlstetter, Washington, D. C. Consulting engineer William L. Moss, Washington, D. C. Equal partners are **Bernard D. Heifetz** and **William H. Schield Jr.,** Milwaukee businessmen, **Milton S. Binswanger,** St. Louis, Mo. businessman, and **William H. Schield Sr.,** Memphis, Tenn. businessman.

Indianapolis, Ind.—Butler University, uhf ch. 39 (620-626 mc); EPR 17.2 kw vis., 10.38 kw aur.; ant. height above average terrain 503 ft., above ground 540 ft. Estimated construction cost $651,730, first year operating cost $50,000, revenue $100,000. P. O. address 46th & Sunset Ave., Indianapolis. Studio location Indianapolis. Trans. location Marion County. Geographic coordinates 39° 50′ 24″ N. Lat., 86° 10′ 02″ W. Long. Trans.-ant. RCA. Legal counsel Emsley W. Johnson Jr., Indianapolis. Trustees of university will operate station.

Des Moines, Iowa—Wisteen Inc., uhf ch. 23 (524-530 mc); ERP 23.25 kw vis., 13.95 kw aur.; ant. height above average terrain 214 ft. above ground 323 ft. Estimated construction cost $144,465, first year operating cost $180,000, revenue $185,000. P. O. address 1017 S. Second St., Milwaukee, Wis. Studio location Des Moines. Transmitter location Polk County. Geographic coordinates 41° 35′ 23″ N. Lat., 93° 36′ 43″ W. Long. Trans.-ant. RCA. Legal counsel Alan Wohlstetter, Washington, D. C. Consulting engineer William L. Foss, Washington, D. C. Equal partners are **Bernard D. Heifetz** and **William H. Schield Jr.,** Milwaukee businessmen, **Milton S. Binswanger,** St. Louis, Mo. businessman, and **William H. Schield Sr.,** Memphis, Tenn. businessman.

Lafayette, La.—Acadian Television Corp., vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 941 ft., above ground 994 ft. Estimated construction cost $702,838, first year operating cost $525,000, revenue $525,000. P. O. address Box 43, Lafayette. Studio location Lafayette. Trans. location Vermillion

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NETWORK FULLTIME	NETWORK VHF	CAROLINA INDEPENDENT	ARKANSAS NETWORK	CALIFORNIA COAST
$160,000	$1,600,000	$40,000	$150,000	$70,000
Excellent combination operation with valuable real estate. 29% down to qualified buyer.	Compact money-making operation in diversified market. Earnings and gross climbing fast. Financing.	Single station in town of 8,000. Good situation for owner-manager to develop good profit picture.	Desirable location to live. Good asset position. Some financing possible.	$25,000 down will put you into this single station market. Real estate. Combination operation.
WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield	Ray V. Hamilton	Jack L. Barton	Dewitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N. W.	Tribune Tower	1515 Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	DE 7-2755	JA 3-3431	RI 8-1175	EX 2-3671

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HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

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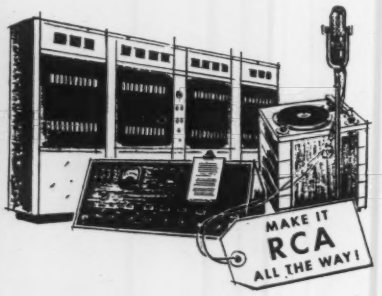

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For additional information write to RCA, Dept. T-22, Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

RCA Tmk (s) ®

Parish. Geographic coordinates 30° 00' 13.2" N. Lat., 92° 20' 25" W. Long. Trans.-ant. RCA. Legal counsel Leo Resnick, Washington, D. C. Consulting engineer John H. Mullaney, Washington, D. C. Principals include **Paul Kurzweg Jr.** and **Edward E. Wilson** each 25% and 19 others. Mr. Wilson is stockholder in application for ch. 10 Onondaga, Mich.

New Orleans, La.—Cresent City Telecasters Inc. vhf ch. 12 (204-210 mc); ERP 316 kw vis., 189.7 kw aur.; ant. height above average terrain 1352 ft., above ground 1378 ft. Estimated construction cost $892,441, first year operating cost $1,080,000 revenue $1,440,000. P. O. address Box 4218, Centenary Station, Shreveport, La. Studio location New Orleans. Transmitter location Plaquemines Parish. Geographic coordinates 29° 32' 33" N. Lat., 89° 44' 10" W. Long. Trans.-ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington, D. C. Consulting engineer A. D. Ring & Associates, Washington, D. C. Principals include **E. Newton Wray** and 12 others. Mr. Wray is 33⅓% owner KTBS-AM-FM-TV Shreveport.

Hay Spring, Neb.—Duhamel Enterprises Inc. vhf ch. 4 (66-72 mc); ERP 100 kw vis., 50 kw aur.; ant height above average terrain 649 ft., above ground 583 ft. Estimated construction cost $165,000, first year operating cost $18,000. P. O. address Box 1752 1819 W. St. Joe St., Rapid City, S. D. Studio location Hay Spring. Transmitter location Sheridan County. Geographic coordinates 42° 38' 25" N. Lat., 102° 42' 4" W. Long. Trans.-ant. RCA. Legal counsel Charles V. Wayland, Washington, D. C. Principals include **Helen S. Duhamel** 91% and seven others. Mrs. Duhamel has interest in **KOTA Rapid City.**

Charleston, S. C.—Atlantic Coast Bcstg. Co. of Charleston vhf ch. 4 (66-72 mc); ERP 58 kw vis., 32 kw aur; ant. height above average terrain 367 ft., above ground 417 ft. Estimated construction cost $222,500, first year operating cost $425,000 revenue $455,000. P. O. address 133 Church St. Charleston, Studio location Charleston. Transmitter location Charleston County. Geographic coordinates 32° 49' 30" N. Lat., 79° 58' 45" W. Long. Trans.-ant. RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer David W. Jefferies, Charleston. Principals include **Charles E. Smith,** 40% general mgr. **WRMT-AM-FM Charleston, George H. Clinton,** 40% vice pres. WTMA-AM-FM, vice pres. gen. mgr. **WPAR-AM-FM Parkersburg** and **WELK (TV) Clarksburg,** both W. Va. and vice pres. WCMI-AM-FM Ashland, Ky.

Weston, W. Va.—Telecasting Inc. vhf ch. 5 (76-82 mc); ERP 26.8 kw vis. 13.4 kw aur.; ant. height above average terrain 1,000 ft., above ground 912 ft. Estimated construction cost $308,739, first year operating cost $231,000 revenue $240,000. P. O. address 700 Ivory Ave., Pittsburgh, Pa. Studio location Weston. Transmitter location Harrison County. Geographic coordinates 39° 08' 30" N. Lat., 80° 22' 13" W. Long. Trans.-ant. GE. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Jansky & Bailey, Washington, D. C. Principals include **Thomas P. Johnson,** 14.9%; **L. H. Isreal,** 5% and others. Telecasting Inc. is licensee of **WENS (TV) Pittsburgh, Pa.**

New Am Stations

Lewisburg, Pa.—Wireline Radio Inc., granted 1010 kc, 250 w D. P. O. address % **William R. DeWire,** College Park Rd. #1, Lewisburg. Estimated construction cost $15,621, first year operating cost $30,874, revenue $36,000. Principles include Mr. DeWire (gen. mgr.-32.39%), college student and employe of Reading, Pa., contracting firm, and **Donald H. Ross** (treas.-20.29%), owner of Lewisburg photography studio and camera store. Other stockholders are Lewisburg merchants. Announced June 13.

APPLICATIONS

Santa Rosa, Calif.—Santa Rosa Bcstg. Co., 1460 kc, 1 kw D. P. O. address Box 889, San Bernardino. Calif. Estimated construction cost $29,817, first year operating cost $76,000, revenue $120,000. Each 16.25% owners are **Thomas L. Brennen, J. T. Nixon, Murillo S. Schofield** and **Joseph J. Daly.** Five others have 10% or less.

College Park, Ga.—Robert A. Corley, 1570 kc, 1 kw D. P. O. address 362 Schoen St. S.E., Atlanta, Ga. Estimated construction cost $8,452, first year operating cost $28,000, revenue $36,000. Mr. Corley, program director **WQXI Atlanta,** will be sole owner.

Fitzgerald, Ga.—Charles W. Dowdy, 1050 kc, 500 w D. P. O. address 905 Alice St., Bainbridge, Ga. Estimated construction cost $9,400, first year operating cost $38,500, revenue $45,000. Mr. Dowdy, 25% **WMGR Bainbridge,** will be sole owner.

Golden Valley, Minn.—Hennepin County Bcstg. Co., 1590 kc, 5 kw D. P. O. address % Carroll E. Crawford, Rt. 3, Excelsior, Minn. Estimated construction cost $49,314, first year operating cost $75,000, revenue $86,000. Equal partners are **Leonard V. Dayton,** 46.2% **WEAW-AM-FM Evanston, Ill., Edward A. Wheeler,** 32% WEAW-AM-FM, and Mr. Crawford, radio-tv director Savage-Lewis Inc. (advertising agency).

La Grange, Tex.—Colorado Valley Bcstg. Co., 1570 kc, 250 w D. P. O. address Box 569, La Grange. Estimated construction cost $12,279, first year operating cost $17,436, revenue $24,520. Principals include **Leon Schmidt,** 12.32%, **E. B. Mayer,** 18.48%, **Ike J. Petras,** 12.32%, **Hattie Kruschel,** 12.32%, and others.

Ownership Changes

APPLICATION

WCKY Cincinnati, Ohio—Seeks transfer of stock (76.7%) from **Miami Beach First National Bank** and **George A. Smathers** executors of estate of **L. B. Wilson,** to Miami Beach First National Bank and **Chanwell Co.** as trustees, **C. H. Topmiller, Jeanette Heinze, Thomas A. Welstead, Essie Rupp, Wiliam M. Ittman** and **Taishoff Inc.** (benefit of the estate of L. B. Wilson). C. H. Topmiller, Jeanette Heinze, and Thomas A. Welstead will remain as voting trustees.

Hearing Cases . . .

FINAL DECISIONS

FCC granted application of **Dispatch Inc.** (Edward O. Lamb, president) for renewal of license of tv station **WICU** (ch. 12), **Erie, Pa.** Commr. Lee dissented; Commr. Doerfer absent.

FCC announced its Memorandum Opinion and Order of June 13 which denied a July 30, 1956 petition by WMBD, Inc., unsuccessful applicant in Peoria, Ill., ch. 8 comparative proceeding for rehearing, reconsideration and grant; however, in lieu of a grant on ch. 8, WMBD is authorized to construct a new tv station in Peoria on ch. 31, subject to engineering conditions and that it files within 30 days necessary technical information with respect to operation on ch. 31, that construction shall commence only after specific authorization by the Commission following submission of that information, and that acceptance by it of the instant grant shall be deemed to constitute a surrender by it of all asserted rights with respect to Channel 8. The Commission treated the alternative request contained in its July 30, 1956 petition in conjunction with the data contained in the application which was considered in the comparative hearing as an application for a permit to operate on ch. 31 in Peoria. Commr. Craven abstained from voting. (Text to be printed by GPO in weekly pamphlet.)

The Commission (1) granted petition by Penn-

California
$45,000.00
Low cost operation in attractive single station market. Assets exceed purchase price. Some terms.

Midwest
$35,000.00
Profitable property for owner-operator in single station market of over 10,000. $10,000 cash will handle.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
Jackson 5-1576

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Consulting Engineer
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Telephone District 7-1205
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CONSULTING ENGINEERS
RADIO & TELEVISION
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Commercial Radio Equip. Co.
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INTERNATIONAL BLDG. DI. 7-1319
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P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
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GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
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sylvania Bcstg. Co. (WIP, AM and FM), Philadelphia, Pa., to dismiss its protest; (2) reaffirmed and made effective immediately March 13 grant to WPFH Bcstg. Co. to change transmitter location of WPFH (ch. 12), Wilmington, Del., from five miles northeast of city to a point 26 miles eastward and nearer Philadelphia and increase antenna height from 623 to 900 ft. (BPCT-2083) and terminated proceedings in Docket 12015; and (3) dismissed as moot petitions by Pennsylvania Bcstg. Co. and Storer Bcstg. Co. for enlargement of issues and reconsideration of designation order.

The Commission announced its Memorandum Opinion and Order of June 13, denying a petition filed April 29, 1957 by Wilton E. Hall and Greenville Television Co. asking reconsideration of the Commission's Order of March 27, 1957 which denied their petition to discontinue the Paris Mountain operation of WSPA-TV, The Spartan Radiocasting Co., ch. 7, Spartanburg, S. C. (Docket 11314). Their court appeal is currently pending. Comr. Bartley concurred. (Text to be printed by GPO in weekly pamphlet.)

The Commission made effective immediately an initial decision and (1) affirmed Sept. 5, 1956 grant of assignment of license of station KEAR (now KOBY), San Francisco, Calif., from Bay Radio Inc., to Mid-America Bcstrs, Inc., and (2) denied protest by Milton Stern, Jr. (Docket 11862). Comr. Bartley abstained from voting. (Text to be printed by GPO in weekly pamphlet.)

INITIAL DECISIONS

Hearing Examiner Hugh B. Hutchison issued supplemental initial decision looking toward grant of application of Valley Bcstg. Co. for new am on 600 kc, 1 kw, D, in Murphy, N. C., and denial of competing application of Cherokee Bcstg. Co.

Hearing Examiner Tmomas H. Donahue issued initial decision looking toward grant of application of York Bcstg. Co. for new am on 1220 kc, 1 kw, D, in Sanford, Me.

Other Actions

FCC denied petition by Association of Maximum Service Telecasters Inc., requesting 30-day extension of time for filing reply comments in the rule-making proposal to largely abandon the tv channel assignment table. Comrs. Hyde and Lee favored a 2-week extension. Comr. Craven absent.

TV RULE MAKING PROPOSAL

FCC invites comments by July 15 to a rule-making proposal by **Television Columbus (WDAK-TV**, ch. 28), **Columbus, Ga.**, to substitute ch. 62 for ch. 4 in Columbus. Comrs. Doerfer and Craven dissented.

TV RULE MAKING FINALIZED

FCC finalized rule making and amended the tv table of assignments by shifting ch. 12 from Coeur d'Alene to Moscow, Idaho, effective July 19.

PETITION FOR RECONSIDERATION DENIED

FCC denied a petition by **KRNT-TV Co. (KRNT-TV**, ch. 8), **Des Moines, Iowa**, to (1) reconsider that portion of March 1 report and order in the Peoria (Ill.)-Davenport (Iowa)-Rock Island-Moline (Ill.) deintermixture proceeding which assigned ch. 8 to Davenport-Rock Island-Moline by deleting it from Peoria, or (2) specify that any grant on that channel in Rock Island will require transmitter to be located 190 miles from transmitter of KRNT-TV, and that the action taken is without prejudice to grant of an application by KRNT-TV to move its transmitter location a reasonable distance to the east so it can construct a 1000-ft. antenna. Comrs. Doerfer and Mack abstained from voting; Comr. Craven absent.

FCC (1) issued notice that it will grant no new authorizations for fm broadcast stations to engage in functional music operations on a simplex basis, and (2) extended for six months from July 1, 1957, the time during which existing fm stations may continue such simplex operations. (Comr. Mack absent.) The Report reiterates the Commission's view that all functional music operation should be conducted on a multiplex basis as soon as practicable. When operating on a simplex basis, the FM station can transmit functional music programs only when the regular fm programs are not being broadcast; by multiplexing it can perform both operations at the same time.

PETITIONS

WICS Springfield, Ill.—Petition requesting that rule making proceedings be instituted looking toward the deletion of ch. 3, Champaign, Ill., and conversion of that market to all-uhf market.

PETITION FOR RULE MAKING DENIED

Southwestern Radio and Television Company, Fort Smith, Ark.—Petition to amend sec. 3.606 (b) of rules governing tv broadcast stations, by issuance of proposed rule making looking toward deintermixture of tv allocation in Fort Smith, and reallocation of vhf ch. 5 from Fort Smith, Ark., to Fayetteville, Ark. Petitioner also requests that American Television Company Inc. should be issued order to show cause why its construction permit for station KNAC-TV, if extended, should not be modified to provide for operation on ch. 39 at Fort Smith.

COMMISSION INSTRUCTIONS

The Commission on June 13 directed preparation of a document looking toward (1) denying a petition by East Coast Television Corp. to require that, pending final disposition in comparative proceeding, any further operation on ch. 7 in Miami, Fla., be conducted only by a trusteeship composed of all applicants in proceeding (Biscayne Television Corp., East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp.), and that Biscayne Television Corp. cease operations of WCKT on said channel; and (2) denying a petition by Gerico Investment Co. (WITV, ch. 17), Fort Lauderdale, Fla., requesting the Commission to suspend operation of WCKT, reopen the record and make Gerico a party intervenor, and other relief.

The Commission on June 13 directed preparation of a document looking toward (1) denying petitions of North Dade Video, Inc., L. B. Wilson, Inc., and WKAT, Inc., for rehearing, reconsideration, reopening of record, stay, and other relief, directed against Commission's Feb. 7 grant of application of Public Service Television, Inc., for a new TV station (WPST-TV) to operate on ch. 10 in Miami, Fla., and denial of competing applications of North Dade Video, Inc., L. B. Wilson, Inc., and WKAT, Inc.; and (2) denying petition by Gerico Investment Co. (WITV, ch. 17), Fort Lauderdale, seeking similar relief.

The Commission on June 13 directed preparation of a document looking toward denying a petition by Jacksonville Bcstg. Corp. for reconsideration, reopening of record, and oral argument, directed against Commission's Aug. 31, 1956 grant of application of Florida-Georgia Television Co., Inc., for a new tv station (WFGA-TV) to operate on ch. 12 in Jacksonville, Fla., and denial of competing applications of City of Jacksonville and Jacksonville Bcstg. Corp.

The Commission on June 13 directed preparation of two documents, one looking toward denial of petitions for reconsideration of its action in deintermixing Springfield, Ill., by shifting ch. 2 from there to St. Louis, Mo., and to Terre Haute, Ind., and the other looking toward rule making with respect to moving ch. 10 from Terre Haute to Lafayette, Ind.

The Commission on June 13 directed preparation of a document looking toward denying petitions for reconsideration of its action deintermixing Evansville, Ind., by shifting ch. 7 to Louisville, Ky., and ch. 9 from Hatfield to Evansville for noncommercial educational operation.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 6

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-56); Ponce, P. R., ch. 7; McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 5

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57).

IN HEARING: 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Alliance, Neb., ch. 13 (6-6-57).

IN COURT: 4

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10.

NARBA

List of changes, proposed changes, and corrections in assignment of Canadian Broadcast Stations Modifying Appendix containing assignments of Canadian Broadcast Stations (Mimeograph 47214-3) attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, January 30, 1941.

610 kc

Thompson Townsite, Man. 1 kw ND unl. Class III 5-15-58.

630 kc

CJET Smith Falls, Ont. 1 kw DA-1 unl. Class III 5-15-58 (PO: 1070 kc 1 kw ND D).

680 kc

CHLO St. Thomas, Ont. 10 kw D 1 kw N DA-2 unl. Class II EIO 5-15-58 (PO: 680 kc 1 kw DA-1).

900 kc

CKBI Prince Albert, Sask. 10 kw DA-2 unl. Class II. Now in operation.

1250 kc

CKRB St. George de Beauce, Que., 5 kw D, 1 kw N DA-N unl. Class III EIO 5-15-58 (PO: 1400 kc 250 w ND).

Note: In change List #111, dated April 12, 1957, "EIO 15.3.57" should have read "EIO 15.3.58" in all cases. The annotation to the CJSP, Leamington, Ont., item should have shown present operation as *Day* only instead of DA-1.

List of changes, proposed changes, and corrections in Assignments of Mexican Broadcast Stations modifying the appendix containing assignments of Mexican Broadcast Stations (Mimeograph 47214-6) attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941.

Mexican List No. 202 **May 20, 1957**

560 kc

Toluca, Mexico, 1 kw ND unl. Class III 11-20-57.

1270 kc

XEAX Oaxaca, Oaxaca 5 kw D, 0.5 kw N ND unl. Class III 8-20-57.

1400 kc

XELH Acaponeta, Nayarit, 100 w ND unl. Class IV 11-20-57.

Continues on Page 111

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CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted

Management

Sales manager excellent New Jersey "spot" with major independent. Salary, commission and override. Box 155A, B•T.

Sales manager who loves to sell. Five figure income. Major market for strong independent in Ohio. Box 156A, B•T.

Manager, small California lumber and cattle town. Must have voice, first class phone license, excellent selling and general reputation. Airmail brief resume. If you sound like our man we'll phone you immediately. Box 188A, B•T.

Men with managerial or sales or copywriting ability—New England chain, state qualifications first letter. Box 232A, B•T.

General manager wanted for small station in the south Jersey area, with sales and announcing experience, salary plus incentive. Box 250A, B•T.

Station manager for CBS bonus outlet in southern city of 25,000 population. Good proposition for experienced man with sales ability. Hugh Smith, WCOV, Montgomery, Alabama.

Top opening for aggressive station manager, sales manager or outstanding salesman as station or sales manager of fine station in single station market of 30,000 plus. Congenial living college city eastern Great Lakes area. Substantial new prestige expanding organization paying above average compensation with strong incentive. Unlimited opportunity. Write, wire or phone full details Station Consultant, Charles Denny, 3304 Forest Drive, Erie, Pa. 3-4028.

Sales

Salesman. Michigan. Major independent. Real opportunity for solid successful producer. Salary plus. Box 157A, B•T.

Wanted: Salesman replacement for 250 watt, 30 year old Mutual Network station, located in Fox River Valley of Wisconsin. Minimum of 2 years experience required with network station. Man 25 to 35 years old preferred. Excellent income based on 17% of accounts now on the air averaging 3 to 4 thousand dollars monthly. Immediate opening. Send to Box 196A, B•T.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM-Radio, El Paso, Texas.

Salesman-announcer. Permanent position in excellent community, opportunity to advance to sales manager. Prefer young man eager to learn, must be sober with highest integrity. Salary plus commission. WAKN, Aiken, S. C.

WTRL, Bradenton, Florida, wants salesman with proven record, who can also handle announcing. Market of 500,000 in sunshine state's fastest-growing area. Rush pix and details to Dick Doty, WTRL, Bradenton.

Salesmen for McLendon Stations. Fine opportunity for live-wire, aggressive men who desire chance for promotion to managerial positions. Write full details Bill Morgan, 2104 Jackson, Dallas, Texas.

Announcers

$160 a week for DJ—with flowing conversational delivery (breezy and informal)—sportscast pace. Adept at reading album liner-notes. Wanted by midwest—Great Lakes area station. If you're bright and buoyant, and use rhyming intros to records, write Box 692G, B•T.

Announcer: Well known central Pennsylvania independent daylight station wants good morning man. Starting salary $100.00 per week. Station changing format to music-news operation. Box 183A, B•T.

Personality dj, willing to take direction and have music programmed. Salary open. Major metropolitan market, south. Write Box 217A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Old established 5 kw western station needs good announcer with first ticket. Delightful climate, fishing, hunting and money. Hurry. Box 229A, B•T.

Announcer strong on commercials with at least one year experience. Send tape and resume. KILO, Grand Forks, North Dakota.

DJ-salesman who can sell on the air and on the street to replace our man moving up to management and who made more than $9000 last year. If experienced and want to live in a beautiful country and can fill the job contact KLAD, Klamath Falls, Oregon.

Need immediately combination play-by-play and pop dj for central Kansas' outstanding 1,000 watt. Town of 42,000 you'll like. Sports include 117 basketball games, 35 football plus National Juco Big 7 and regional tourneys. Talent paid. Airmail complete background, photo, sports tapes; taped commercials, music ad libs and news. J. D. Hill, KWHK, Hutchinson, Kansas, "Where Agriculture and Industry Meet".

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word** *$2.00 minimum*
- **HELP WANTED 25¢ per word** *$2.00 minimum*
- **All other classifications 30¢ per word** *$4.00 minimum*
- **DISPLAY ads $15.00 per inch**

Payable in advance. Checks and money orders only

No charge for blind box number

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Announcer with some experience. Fine working conditions in air-conditioned studios. Good starting salary. WCOJ, Coatesville, Penna.

WFAR, Farrell, Penna. Top deal for morning man.

Miami dj opening. The south's most powerful full-time independent radio station is looking for a top-notch young air personality for 7 to 11 p.m. If you now have top ratings in your town, can run record hops and want a chance with a growing multi-station organization, send resume, non-returnable tape, and 1957 photo (no phone calls please) to: Bob Earle, WINZ, Miami, Florida.

Successful midwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flub-free delivery; sufficient experience to handle job in serious, professional manner. Complete resume with references, photo and tape to WMIX, Mt. Vernon, Illinois.

Wanted: An experienced announcer. Must be sober. Work part night shift. 50 hours per week. Mail tape and experience to P. O. Box 444, Monroe, Georgia.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

RADIO

Help Wanted—(Cont'd)

Technical

Combo man—must have first phone some hillbilly and/or pop experience. Excellent opportunity, top company, Box 989G, B•T.

Wanted—chief engineer for 5000 watt network affiliate, south, must stay sober, be cooperative, energetic and with good character. Full information, photo, references required with first letter. Box 100A, B•T.

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Have immediate opening for chief engineer-announcer at fast growing 1 kilowatt daytime independent on Florida east coast. $100.00 per week for forty hours. If interested, send tape, photo and resume to Box 234A, B•T.

Wanted immediately, first class engineer for kilowatt daytime. Contact Charles Erhard by mail or phone 4-31381, WACB, Kittanning, Penna.

Engineer for small market 5,000 watt am station whose good with his hands as well as his head. Experience desirable but not essential. If you like challenging, creative broadcast work, contact Chief Engineer, WCOJ, Coatesville, Penna.

Opportunity for first ticket engineer-announcer. Apply Jack Owens, WEIC, Charleston, Illinois.

Combo man, first phone. Need not be best engineer-announcer but must be capable of fitting into congenial organization. Wonderful climate. Near beaches. Write or phone Alden Baker, WGAI, Elizabeth City, N. C.

Engineer with first class license and car for transmitter position. WIRL, Peoria, Illinois.

Wanted: Chief engineer with announcing ability. Pleasant working conditions. Send resume and tape. WJAM, Marion, Alabama.

First phone, no announcing, capable of transmitter operations, maintenance, AM-FM, midwest community of 21,000. Permanent, station fifteen years old, well established. Submit data, salary needed. G. J. Cassens, Chief Engineer, WLDS, Jacksonville, Illinois.

Chief engineer, experienced, proven engineering background for kilowatt daytimer. Salary commensurate with ability. Contact Manager, WLSI, Pikeville, Kentucky.

TV transmitter engineers for recently licensed Indianapolis television station. Transmitter building now under construction. Write today for application to WLWI, 714 Merchants Bank Building, Indianapolis 4.

Wanted immediately, experience, first phone engineer, no announcing, 5 kw. directional. Contact H. W. Jackson, CE, WMMN, Fairmont, W. Va.

Programming-Production, Others

Woman wanted 50-50 air personality and continuity. Must be mature thinking type, able to integrate into community, write selling copy. Salary open to discussion. Send tape, copy samples and vital information with first letter to Box 176A, B•T.

Wanted for immediate opening, a combination sports and program director. Starting salary for qualified man $350 per month. Send audition tape, photo and resume to Radio Station KBMN, Bozeman, Montana.

Newsman, experienced to write and air local news. Handle tape recorder. $75 to start; $85 in six months. WCOJ, Coatesville, Penna.

Copywriter. Experienced. Write to WEOK, Poughkeepsie, New York.

Writer. Top independent music and news station offers a challenging opportunity to an experienced copywriter. Top salary to man or woman who can turn out first-quality selling copy fast. Must be production-minded and really capable. Send resume to: Bob Earle, WINZ, Miami, Florida.

RADIO

Situations Wanted

Management

Currently successful sales manager, creative, versatile, economy-minded, educated, looking for aggressive station needing reliable man who can make money for you as manager or sales manager. Box 204A, B•T.

Manager. Nine years experience. Now assistant manager metropolitan 5 kw independent, setting new sales, profit records. Best references: past, present employers. Seeking management medium, metropolitan market. Box 207A, B•T.

Manager, southerner, radio or tv, experienced both. Strong on creative sales, promotion, programming, production. Idea man with proof of successful ideas. Hard worker, sober family man, now managing successful station, metropolitan market. Prefer Carolinas with station which needs increased sales, ratings. Civic minded, best references. Box 212A, B•T.

Manager or assistant manager, operations director, or program director. Thorough experience in small and medium station radio and tv. Married, two children. 29 years of age. Active in church and civic work. Excellent references. Box 230A, B•T.

Management, radio has changed! If your station hasn't, let's get together. Box 233A, B•T.

General manager, management and sales management background New York, Los Angeles and San Francisco. Excellent references in television and radio. Available because of failure to acquire major market tv CP. Box 257A, B•T.

Sales

Wanted—boss interested in clean, profitable operation, by experienced (15 years) sales-minded, idea-rich management applicant. Must be willing to give man credit for results in form of $$$$. If interested, write Box 193A, B•T.

FOR SALE

Best Offer

1 RCA TK20D Film Camera Chain. Complete with all power supplies, controls, console, edgelight, tubes, cables, etc.

2 RCA Regulated Power Supplies—MI-26085B.

1 50′ Camera Extension Cable for RCA Studio Camera TK11A, MI 26725.

1 RCA Power Distribution Box MI 26260.

1 TV Specialty Co. Rear Screen Projector Complete.

1 each NEW TUBES RCA 2BP1, 6198.

1 each GOOD USED TUBES RCA 10 SP4, 7TP4, 5820. GE 5UP1, 5820.

39 NEW, UNOPENED, SYLVANIA PROJECTION LAMPS 1000 W, 120V, T 12. Prefocused.

Best Offer Takes It All!

BOX 243A, Broadcasting • Telecasting

RADIO

Situations Wanted—(Cont'd)

Sales

One of America's top pitchmen, announcers and sales manager. Over 10 years on 50,000 and 150,000 watt stations. Nationally known as hillbilly dj and country singer. Strong on ad-lib and mail order. Can sell my own time, write copy and service accounts. Sober and dependable. Best references. Presently employed by 50,000 watt station as sales manager and country dj. Interested in permanent broadcasting and sales position with small or large southern station geared to rural market. Let this 30-year-old promotion minded radio man make money for you. Box 222A, B•T.

Wanna make money? I sell. On the air as disc jockey air personality; off the air as time salesman. Nine years experience. Am perfectly happy where I am, but would like to step up into larger market. Thirty years old. Box 236A, B•T.

Announcers

Negro dj, versatile, all phases. Good board operator, travel. Box 874G, B•T.

Personality-dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 875G, B•T.

Girl-personality, dj. run own board, eager to please. Free to travel. Gimmicks and sales. Box 877G, B•T.

Country-Western dj, announcer. Guitar. Third. Fifteen years experience. Available July. Box 125A, B•T.

Summer replacement announcer. Experienced, dependable, mature. Experienced copy. Taught radio. Box 132A, B•T.

I'm a criminal because of high-pitched friendly voice, but for employer who rates brains, personality, experience, above glamour voice, I'm top buy. Good health, habits, references, family man 32. Box 141A, B•T.

I have fourteen years radio-television experience. I want permanent sportscasting position, minimum salary $10,000 a year. Box 180A, B•T.

4 years experience, college, speech major, radio school; musical background; married, draft exempt, dj and programming. Box 184A, B•T.

Radio or tv presently employed announcing, writing radio. Strong commercials, news. Can write news. Want advancement. Military pilot crop duster, farming background. Mature. Box 190A, B•T.

Attention Piedmont, North Carolina, married dj, 4 years experience, knows music, desires position at music station. Box 192A, B•T.

Fast paced dj, 3 years experience, prefer northeast, family. Box 198A, B•T.

Announcer and dj, presently employed at top midwestern kilowatt. Two years experience. Married and vet. Looking for opening and advancement in midwest or Florida. Box 199A, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj available immediately. Box 240A, B•T.

Sportscaster-newsman. Well rounded. Successful background. 28. Degree. Well employed California. Seeking lively, aggressive firm. Radio-tv. Box 241A, B•T.

Available immediately. Versatile resonant, radio-tv announcer. Experienced. Also, cameraman switcher. Can take summer replacement. Young. Well appearing. B.S. Box 242A, B•T.

Dj with light experience, seeking future with radio station, operate con, fast delivery, gags, gimmicks, will relocate, tape, resume, sent upon request. Box 245A, B•T.

Announcer-veteran, married, college degree, one year experience, strong on sports and news. Experienced in copywriting and newswriting. Box 246A, B•T.

Top-country dj, recording personality with library and 3rd class ticket, also, tv childrens show mc. Experienced, sober, reliable, references. Minimum salary $150 per five day week on a one year trial. Box 248A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced staff announcer. Prefer New England, vicinity. UN 5-3528, New Haven, Conn.

Announcer, single, sober, vet, white, seeks first job in radio, recent graduate SRT, jolly Santa Claus type. Howard Jones, 1086 Anna Street, Elizabeth, New Jersey.

Experienced announcer, 4½ years, disc jockey, news, etc. Wants full-time job in central Mass., eastern Mass. or southern New England. Would like to try tv, if possible. Leaving present job because of consolidation of staff. Please call Lloyd Nelson, Milford-3427, or wire Lloyd Nelson, Box 268, Milford, Mass.

Technical

Engineer, 1st phone, 6½ years experience, tv and radio, college and night-school training, some micro-wave experience former am chief, don't drink. Permanent only. Box 878G, B•T.

Chief engineer, experienced 250 to 50 kw; 34, married, family. Prefer northwest; minimum $100 week. Box 181A, B•T.

Transmitter position, west, 1st phone, experience, car. Box 191A, B•T.

M.I.T. student wishes summer employment as engineer-announcer. First phone, ham. Engineer-announcer in college station. Available until September 15. Box 227A, B•T.

Chief engineer, fifteen years experience am-fm and tv including color. Graduate engineer. Box 235A, B•T.

Engineer with first class ticket and fifteen years experience would like a position with a small, independent, station. Can furnish the best of references. Box 251A, B•T.

Transmitter engineer, 1st phone, experienced, wants permanent position in Indiana. William Blum, 801 S. Anitaa, Bloomington, Indiana. Phone 2-3132.

1st phone, no experience, want to learn announcing, no car, $75. Berkshire 7-6721 after 6:00 PM, Walter Piasecki, 2219 N. Parkside, Chicago.

Engineer, 1st, single, sober, life experience 250 w to 50 kw, available transmitter operation, vacation fill, or maintenance, call Wallace V. Rockefeller, Wood River, Nebraska.

Programming-Production, Others

If your program or news department needs skilled organization and direction from a radio veteran long associated with the country's fastest rising independent entrepreneur, contact box number below. Top fifteen markets only. Box 179A, B•T.

Program director, production manager, producer-director. 14 years, radio-tv. 9 years tv. 6 years one station. Former NBC unit manager. Director of operations present position. Strong on top quality local production. Creative, imaginative, extremely concientious, perfectionist. Idea man with proven ability. Ex-performer. Knows talent. Varied background allied fields. Married. Salary commensurate with experience. Anxious to locate with aggressive, progressive, well-equipped station contemplating local color and video tape. West coast preferred. Box 187A, B•T.

Newsman, seven years radio-tv. Currently midwest, go anywhere. $125 minimum. Box 189A, B•T.

Young woman, 38, seven years program continuity, typing, shorthand, third ticket. Desire upper midwest. Box 200A, B•T.

Reporter and radio news writer major wire service desires relocate and connect radio or tv. Family, 29, J-school and four years experience on Chicago desks and beats. Prefer Oregon, Washington or northern California. Available that area July for interview. However, all replies considered. Box 201A, B•T.

Korean veteran, college graduate, can write continuity, news, commercials, sports, humor, publicity, some announcing, knowledge music, will travel, live anywhere. Box 206A, B•T.

Experienced newswriter, available immediately, 3 years with Chicago wire services, graduate of midwestern broadcasting school. Prefer Illinois or northern Indiana. Box 238A, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

College and recent Broadcasting Coaching Associates combo grad, experience writing, selling, public speaking, wants full or part-time job, radio or television, in New York. Salary secondary. Box 239A, B•T.

Program director, 20-year vet, has music and news format that will boost those sagging ratings. Proven plan for today's progressive station. Box 247A, B•T.

Experienced newsman desires position with future. Veteran, 29, college degree, 6 years experience. Completely trustworthy, sincere and competent. Excellent references. Box 249A, B•T.

Four men, currently employed. Total twenty-eight years radio. Specialize in country, R & B, pop, news, play-by-play sports, remotes, continuity. Promotion minded can program on to off air. Ages 20-28. Prefer package deal. All inquiries answered. Box 256A, B•T.

TELEVISION

Help Wanted

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

Salesman, veteran or draft exempt, with one to three years radio-television sales experience. Good opportunity to become part of established station in expanding market. Write Personnel Department, WSBT-TV, South Bend 1, Indiana.

Announcers

Sports reporter wanted, tv and radio. New full power tv station on air in fall. Large northeast market. Sports minded community. Letter and resume. Box 221A, B•T.

Technical

Television engineers. First class license required. State experience, prefer 1 or more years experience, education. Benefits: paid vacation, life insurance, plus a good place to increase your knowledge of tv. Salary dependent upon experience. South Florida location. Box 186A, B•T.

Transmitter engineer for midwest station. New station, all new RCA equipment, VHF operation. Immediate employment, first-class license required. State experience, education, references, and provide recent photograph. Box 194A, B•T.

Expanding maximum power NBC-TV affiliate with new CP for satellite needs engineers—studio & transmitter. Wonderful chance for advancement. Contact: Chief Engineer, KCKT-TV, Great Bend, Kansas.

Television engineer. First class license. State experience, education, etc. Write Roger Sawyer, Chief Engineer, KGLO-TV, Mason City, Iowa.

Chief engineer needed at tv station. Apply WFLB-TV, Fayetteville, N. C.

Combined radio and television station needs technician with first class license. Pay from $66 to $104 for 40 hours, five day week, depending upon experience. Send complete information first letter. Patrick S. Finnegan, Chief Engineer, WLBC-TV, Muncie, Indiana.

First phone engineer. Salary dependent on experience. Contact Chief Engineer, WTVD-TV, Durham, N. C.

Programming-Production, Others

TV continuity director. Must write selling copy, have head for administrative details. Midwest two station market. Include details, expected salary, sample copy first letter. Box 178A, B•T.

TELEVISION

Situations Wanted

Management

Assistant manager, operations manager, program director. Thorough television experience, medium, major markets. Excellent references. Employed. Box 208A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Management

Manager or assistant manager, operations director, or program director. Thorough experience in small and medium station radio and tv. Married, two children. 29 years of age. Active in church and civic work. Excellent references. Box 230A, B•T.

Announcers

Announcer-emcee. Strong on warm up, audience participation, interview. Good taste, judgment. Can project personality. Bud Collier, Bert Parks, Garry Moore type. Long experience. Live audiences. Ready for television. Travel for interview, audition. Box 151A, B•T.

UHF, Shmoo hf! If you're a "V", make me an offer. Sports, news, and a confident sell. Box 228A, B•T.

Hard worker—announcer-director, ten years experience. Excellent performance record, best references. Box 254A, B•T.

Technical

Experienced first phone engineer. Radio or tv acceptable. South preferred. Box 214A, B•T.

Programming-Production, Others

Hear it now. Recorded documentary on finest newsman you could find for major television-radio market. Box 182A, B•T.

Gal, 23, interested in tv announcing and commercial writing. Experience; 3 years radio continuity director, writer and announcer. Presently working continuity department top tv network station. Two years college major; radio-tv. Best letters of recommendation. Box 197A, B•T.

Director-writer-producer, 4 years in major market radio-tv. Award winner. Degree with advanced work, 25 years old. Versatile, original. Willing to travel. Prefer major market (presently on west coast). Box 202A, B•T.

Program director, operations manager, assistant manager. Thorough television experience, medium, major markets. Excellent references. Employed. Box 209A, B•T.

College and family man with background of: sales, announcing, directing. Desire assistantship to production or operations manager. Box 210A, B•T.

Ready to go to work. TV director. Able to handle one or all phases control. 4 years experience. Best references. Box 211A, B•T.

Producer-director. Presently employed. Family man. Desire solid operation. References. Box 216A, B•T.

Available immediately: College graduate; home economics, major; radio and television minor; 3 years in sales, copy, announcing; third class ticket. Will supply tape and photograph for homemaking show. Give full particulars in first letter. Box 219A, B•T.

Program director-production manager: Currently employed production manager. Desires change. Experience includes producing, directing and announcing both on/off camera. News, commercials, and mc work. 32, married, references. Box 237A, B•T.

Production man-announcer, thoroughly experienced. Know tv operations. Available July 1. Box 255A, B•T.

FOR SALE

Stations

Midwest, daytime station, single station market, $48,000 full price, $18,000 cash, balance terms. Box 841G, B•T.

250 watt daytimer in small southern market. By owners. No brokers. Box 177A, B•T.

250 w local western desert want associate manager with cash. Box 213A, B•T.

Well established fulltime radio station thriving industrial city. Central state. Asking $125,000 terms, buyer gets $20,000 net quick. Box 253A, B•T.

This Salesman Can Have a Big FUTURE!

You have the stamina of an Army Mule and the sales sense and advertising savvy of a Madison Avenue Fox.

You've reached the top in sales at the radio or TV station in the small or middle market where you are presently employed. You've accepted the fact that you are blocked and are now seriously considering a move to bigger things this summer.

You have a deep sense of personal confidence in your sales ability and KNOW that you can do a man size sales job in return for which you expect man size money. (We're thinking in terms of $10,000.00 or better the first year with a realistic potential top of from 12 to 15 thousand by the second year.) You'll earn a guaranteed salary and expense money and your incentive plan will be both realistic and liberal.

You'll have to sell in the face of stiff competition in a major market in Florida but you'll have the strong backing and support of aggressive, progressive promotion and sales management to help you. You'll be part of a hard charging sales team selling for an established network TV station owned by a large newspaper-Radio-TV group.

If you've got guts, go and personal enthusiasm for your own success; the experience, ability and imagination to use the tools we'll supply, then you'll enjoy working with us. Cry babies, worry birds and "desk jockies" looking for a soft place to fall in Sunny Florida would be miserable here.

Our group is big enough to offer fine futures within itself to good men. Or make your mark with us and we'll help you to advancement outside the company if you desire. The type of man we want will be the man who can, must and will advance within our ranks or within the industry.

If you know you're ready for advancement, let us hear from you immediately. We'll give you a prompt decision and arrange a personal interview. Your job will be ready about August 1st and you should be ready to come here about that time.

Box 224A, B. T.

FOR SALE

Stations

Florida coastal playground and national defense market area station. Record of earnings for owners. Majority control $135,000. Requires substantial cash. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Sold. 40% of all the broadcast stations listed with this agency since its establishment. Private, confidential service. Ralph Erwin, Broker, Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Magnecorder PT-63J amplifier and P-63A magnasonic, complete with carrying case. Almost new. Willing to sacrifice for a quick sale. Box 195A, B•T.

FM-10 kw Western Electric and monitor, 8 bay Collins, 500 feet 3⅛ inch line, dehydrator excellent condition. Make best offer. Box 244A, B•T.

For sale: Stencil Hoffman Tape Recorder with 2 glass enclosed racks and panels, RCA disc recorder with recording amplifier and vacuum cleaner, and 24 pair jack-strip. All used, although we have never used it ourselves, and in excellent condition. Can be seen in Hollywood at 1440 North Highland. Contact Northwest Schools, either at 1221 N.W. 21st, Portland, Oregon, phone CA 3-7246, or Vickie Selmier in Hollywood, phone HO 4-7822.

For sale—Best offer gets used Gates 28-CO limiting amplifier. Excellent condition. KGAF, Gainesville, Texas.

250 watt GE transmitter type BT-20A. Purchase new, used 5½ years. Complete with tubes and a spare set plus two 1340 kc crystals. In excellent operating condition. Priced for quick sale. $1,000 F.O.B. station. Contact Charles Lawrence, Chief Engineer, WRAD, Radford, Va.

3 kw Federal Telephone fm transmitter with accompaning co-ax, antenna and monitors—$3500.00—C. L. Graham, Gadsden, Alabama—phone Liberty 6-1614.

Have available immediately in Chicago, one complete DuMont model 124 camera chain, portable sync generator, compliment of lenses, friction head, head sets, and dolly. Excellent condition. Asking $6,000.00. Contact John Birrel at Capital 3-7248 or 2118 N. W. Overton, Portland, Oregon.

WANTED TO BUY

Stations

Principal with radio and financial background interested in midwestern radio properties in primary and secondary markets. Inquiries direct from owner only will be given fullest consideration on a cash or term basis, provided however price is realistic and predicated on sound business basis. No brokers please. Box 950G, B•T.

Texas broadcaster has down payment for small southwest radio station. Replies confidential. Box 978G, B•T.

Director, engineer seeking radio station westmidwest. Under $7,500 down on total or percentage with option on remainder. Box 205A, B•T.

Purchase all or percent of station in midwest or Rocky Mountain region. Replies confidential. Box 215A, B•T.

Equipment

One or three kilowatt fm transmitter, monitor, co-ax (1⅝"). Box 218A, B•T.

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 220A, B•T.

Cash for three kw RCA fm transmitter and related equipment. Box 226A, B•T.

Will buy or trade am station equipment for guyed tower. Sale GR 731 modulation monitor. Box 231A, B•T.

Used 1 kilowatt or up fm transmitting equipment. Transmitter, antenna, monitors, miscellaneous studio equipment. Box 252A, B•T.

Good used fm antenna—State price and condition. James R. Corry, 1633 Westheimer, Houston, Texas.

INSTRUCTION

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone **FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

The National Academy of Broadcasting, 3338—16th St., N. W., offers advanced summer courses to teachers and other college trained men and women in all phases of radio and tv programming. Day & evening classes. Course for beginners starts Sept. 30th. Positions for graduates plentiful. Phone—De. 2-5580.

RADIO

Help Wanted

Sales

SALES ENGINEERS

Broadcast equipment manufacturer has immediate openings for sales engineers to travel and call on radio stations in following territories:

Mountain States
Southeast
Midwest
Southern California

Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume.

BOX 990G, B•T

SALES ADMINISTRATION

Broadcast equipment manufacturer has openings in important sales positions in home office. Applicants should have top knowledge of equipment field combined with deep interest in sales. Travel occasionally. Technical background essential with ability to coordinate and inspire. Excellent opportunity for growth with top company. Good salary and ideal living conditions in midwest community. Many company benefits. Send resume.

BOX 991G, B•T

RADIO

Help Wanted

Announcers

Immediate opening qualified personality deejay and air salesman. Pleasant Florida regional independent operation, salary commensurate ability and experience, percentage, override on commercial contents of shows handled. Only showman need apply. Rush tape, background requirements Box 223A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

AM—TV OPERATION
IN WASHINGTON

Needs top commercial announcers. Send tape with ad-lib, straight commercials, news plus info on radio-tv. Background and references.

ART MOORE AND ASSOCIATES
JONES BUILDING
SEATTLE 1, WASHINGTON

Technical

ELECTRONIC ENGINEERS

Live in the Midwest

Enjoy the advantages of a smaller midwest city. Give your family a break. Get away from the traffic and rush. Outstanding school system.

Challenging opportunities in design and development work in Audio, TV or High Frequency, AM Broadcast Transmitters, and Communications.

Advancement. Complete benefits. Send details and photo to Personnel Director.

GATES RADIO COMPANY
Quincy, Illinois

Programming-Production, Others

NEWSMAN

Number one station in metropolitan market needs newsman to prepare and voice news. Prefer young man with some experience. Salary subject to negotiation.
Radio KFOR, 814 Stuart Bldg., Lincoln Nebraska

RADIO

Stations Wanted

Announcers

A V A I L A B L E
Rock 'n Roll DJ
Dynamic
Top Rating
Box 225A, B•T

RADIO

Situations Wanted—(Cont'd)

Sales

TOP BROADCASTING SALES EXEC DESIRES AFFILIATION WITH RADIO/TV STATION OR BROADCAST REP FIRM ON PACIFIC COAST.

Background includes:

*Outstanding ability to sell broadcast time.
*Both Major Indie and network affiliate experience in largest west coast market.
*Top References.
*Local and national sales recognition in broadcasting field.
*Over 10 years sales experience in food, newspaper, & broadcasting fields.
*Excellent Management/sales management experience.
*Age 32—married—2 children

PLEASE OUTLINE YOUR NEEDS
(All Replies strictly confidential)

Phil Dexheimer, 7423 Stewart Avenue,
Los Angeles 45, California.
ORegon 8-6540.

TELEVISION

Help Wanted

IMMEDIATE OPENINGS

WAVY-TV
CHANNEL 10
TIDEWATER, VIRGINIA

HAS NEED OF STAFF IN THE FOLLOWING CATEGORIES:

SALES
TRANSMITTER AND STUDIO ENGINEERS
ANNOUNCER-DIRECTORS
TRAFFIC
CONTINUITY
FILM EDITORS AND PHOTO LAB

THIS IS THE 27th LARGEST MARKET IN THE UNITED STATES. ITS LOCATION ON WORLD'S GREATEST HARBOR MAKES FOR INTERESTING LIVING. REPLY STATING SALARY AND REFERENCES TO WAVY, 709 BOUSH STREET, NORFOLK, VIRGINIA.

Technical

COLOR
TELEVISION
CLOSED CIRCUIT

Public Relations Department of large Philadelphia manufacturer has openings for a color video engineer, projection engineer and TV technician. Some previous experience is essential. Applicants must be willing to travel extensively. Provide complete details of education and experience. Liberal benefits.

Box 203A, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

LET'S WHEEL & DEAL
I'M IN A TRADING MOOD!!

Radio-TV Promotion & Merchandising Know-How for Directorship in Telecasting Industry or Promising Position in Agency

Versatile young man thoroughly experienced in Radio & TV sales promotion and merchandising. Excellent client relations.

FOR

Salary and advancement opportunities.

Resume and references upon request to:
Box 163A, B•T

FOR SALE

Stations

TENNESSEE

Single station markets. Small and medium business volumes, priced accordingly. Terms.

PAUL H. CHAPMAN COMPANY
Station Brokers
84 Peachtree • Atlanta

Equipment

12 kw UHF General Electric transmitter complete with all accessories in A-1 condition. Distress cash sale. Principals only.

Box 175A, B•T

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

LOOK SOUTHWEST

For outstanding job opportunities and qualified applicants in the radio-TV industry. Managers, Announcers, Directors, D.J.'s, Newsmen, copywriters. Outline your experience or needs. Radio-Tv Dept., SACKS EMPLOYERS SERVICE, 438 Wilson Bldg., Dallas 1, Texas

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

FOR THE RECORD CONTINUED

Continues from page 106

Cuban Change List No. 2 **May 3, 1957**
1580 kc

CMGB Playa de Varadero, Matanzas 250 w ND D Class II.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of June 14

KBAB El Cajon, Calif.—Granted mod. of license to change name to Balboa Bcstg. Corp.

KTWO-TV Casper, Wyo.—Granted extension of completion date to Dec. 13.

Actions of June 13

KOMA Oklahoma City, Okla.—Granted assignment of license to Burton Levine, *et al.*, d/b as Radio Oklahoma.

WTTV (TV) Bloomington, Ind.—Granted mod. of cp to change ERP to vis. 44.6 kw, aur. 26.8 kw, change trans. location, make changes in ant. system and change ant. height to 1250 ft.

Actions of June 12

KVWM Show Low, Ariz.—Granted license for am station.

WMNS Olean, N. Y.—Granted license for am station.

WRKH Rockwood, Tenn.—Granted license for am station and specify studio location.

KIHO Sioux Falls, S. D.—Granted license covering change from employing DA night and day to directional ant. nighttime only.

WFLA-TV Tampa, Fla.—Granted cp covering change to ERP vis. 302 kw, aur. 151 kw.

The following were granted extensions of completion dates as shown: **WATR-TV Waterbury, Conn.**, to 9-29; **WCDB Hagaman, N. Y.**, to 10-1; **WCDC Adams, Mass.**, to 10-1; **KWOW Pomona, Calif.**, to 7-30; **WEBB Baltimore, Md.**, to 10-23.

Actions of June 11

WAMM Flint, Mich.—Granted cp to change directional antenna system.

WLWA Atlanta, Ga.—Granted mod. of cp to change studio and trans. location, install new trans. and ant. system.

WISE-TV Asheville, N. C.—Granted mod. of cp to change ERP to vis. 24 kw, aur. 12 kw, change studio and trans. location, install new trans. and ant.; antenna 420 ft.

WIUS St. Croix, Christiansted, V. I.—Granted extension of completion date to 12-24.

KATT Pittsburg, Calif.—Granted extension of completion date to 7-30.

Actions of June 10

WSUI Iowa City, Iowa—Granted permission to temporarily reduce hours of operation from unlimited to a minimum of 8 hours daily between Aug. 5 and Sept. 30, inclusive, to observe vacation period.

KBPS Portland, Ore.—Granted permission to remain silent during regular summer school vacation from June 7 to Sept. 20.

WHRT Hartselle, Ala.—Granted license for am.

KMAR Winnsboro, La.—Granted license for am.

KPOL Los Angeles, Calif.—Granted license covering change hours of operation install DA-N and change studio location.

WPAT-FM Paterson, N. J.—Granted license for fm broadcast station.

WBIR-FM Knoxville, Tenn.—Granted cp to change ERP to 3.3 kw ant. height to 620 ft., change trans. and studio location and make changes in ant. system.

WABE (FM) Atlanta, Ga.—Granted cp change ERP to 4.3 kw ant. height to 360 ft., change trans. and studio location, and change ant. system.

The following were granted extensions of completion dates as shown: **KSAN-TV San Francisco, Calif.**, to 11-22; **KSWS-TV Roswell, N. M.**, to 9-8; **WDTV (TV) Columbus Bay, Christiansted, V. I.**, to 12-24, **WMPT, South Williamsport, Pa.**, to 10-11; **WLWL Mansfield, Ohio**, to 8-26; **WOIA Saline, Mich.**, to 9-24; **WIVI Christiansted, V. I.**, to 12-31.

The following were granted authority to operate transmitters by remote control: **KTCB Malden, Mo.**; **WMIL Milwaukee, Wis.**

UPCOMING

June

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

NBC PICKS MOST BEAUTIFUL VOICE

WTIC Hartford, Conn., has been singled out for top honors in a competition among NBC affiliates for best local promotion of the network's "Most Beautiful Voice in America" contest, according to Matthew J. Culligan, vice president in charge of NBC Radio Network. The contest winner, however, a Hollywood secretary, entered the contest "direct," sending her entry to NBC New York.

The station promotion prize—a Vespa motor scooter bearing the station's call letters—will be presented to Paul W. Morency, president of WTIC. As a result of the station's extensive promotion campaign, more than 400 persons in the Hartford area entered the contest. Contest director for the station was Bernard Mullins, vice president in charge of public relations.

Local promotions began on 80 of the network's affiliates April 1. The contest was carried on the full network, with national promotion beginning in mid-April.

Irma Jean Gaertner, secretary in the legal department of Metro-Goldwyn-Mayer, Hollywood, was announced winner of the contest on *Monitor*, NBC's weekend service. She appeared on *Monitor*, yesterday (Sunday). Second place went to Robert D. Conrad of Kankakee, Ill., now stationed with the 14th Radio Broadcasting & Leaflet Battalion in Honolulu.

Third place winner is Mrs. Jane Engleman, Great Bend, Kan., mother of three boys. Randall T. Ross, 54-year-old audio-visual director of country schools, Reno, is fourth place winner. Taking fifth place is Ken Sleds, advertising and sales administrator, Spectachrome Co., Cleveland.

Before becoming a secretary at MGM, Miss Gaertner was introduced to radio during World War II, when she was m.c. for a USO variety show. From this she received two full time announcing offers, according to NBC, but turned them down for a job with a fund-raising organization in New York.

As first place winner, Miss Gaertner received an NBC talent contract, a 1957 Nash Ambassador sedan, a Polaroid camera and her choice of any one of five "dream vacations for two," which include an 18-day cruise to the Far East via Japan Air lines, a 62-day safari to Africa on a Farrell Steamship Lines flagship; a two-week tour of the capital cities of Europe via Scandinavian Airlines, a 12-day Caribbean cruise aboard a Grace Line cruiseship and a seven-day vacation in Hawaii via United Air Lines. She selected the Far East trip.

MISS GAERTNER

Mr. Conrad will receive a Winter colonial grand piano, a Polariod camera and his choice of the four remaining trips. Third, fourth and fifth place winners will receive their choice of the remaining trips.

Total number of entrants has not yet been tallied, but in the five areas represented by the winners, there were 12,000 entries, NBC said.

Slade Wins Young Contest

SHERMAN SLADE, executive vice president, Cunningham & Walsh, Los Angeles, won a weekend vacation for two at the Apple Valley Inn, Apple Valley, Calif., when his entry was adjudged best in the "why we buy radio" contest conducted by the Los Angeles office of Adam Young Inc., station representative. Mr. Slade's winning words (one under the 25-word maximum) complete the sentence "We buy radio because . . ." this way: ". . . of its low cost-per-thousand circulation, complete market coverage, flexibility, around-the-clock audience and the simple but important fact it sells goods."

WWCA Issues Negro Survey

WWCA Gary, Ind., is offering a Negro survey of that city prepared by Samuel Fitzsimmons, New York economic and statistical surveyists. It contains the comparative study of the change in population by color and sex from 1950-1956; distribution of Negro population by age and sex; distribution of Negro population 14 years and over by occupation and sex for selected geographical tracts for Gary; distribution of income for Negro persons 14 years and over for Gary, 1950; median school years completed —25 years and over—1950; Negro labor force for Gary, 1950 and 1956; outline map of Gary showing population growth and location of Negro areas and Negro consumer market growth, population and households.

'Sullivan' Marks Ninth Year, Contest for Stations Held

IN connection with the ninth anniversary of the *Ed Sullivan Show*, promotion managers of all the stations carrying the show program were asked to send greeting cards to Mr. Sullivan. The top ten cards were chosen from the 100 that were received and the winners were brought to New York and scheduled to appear on the *Sullivan Show* yesterday (Sunday). The cards received were photographed individually with Ed Sullivan and returned to the stations for local promotion. A cocktail-buffet in the Kenyon & Eckhardt (agency for show) New York office was given for the winners last Friday, and Saturday they motored to Mamaroneck for swimming, boating and picnicking. Sunday, they were to go to Jones Beach for a swim in the Atlantic, luncheon by the seaside, rehearsal for the show and a buffet dinner with the cast and crew.

The winners included CFRN-TV Edmonton, Alta., which submitted a totem pole with Ed Sullivan at the top and a scroll illuminated, making him "Chief Stoneface" of the local Indian tribe, promotion manager: Isobel MacDonald; WTVH-TV Peoria, Ill., a miniature train, promotion manager: Paul Proctor; KGGM-TV Albuquerque, N. M., a Navajo blanket with greetings to Mr. Sullivan printed on white leather, promotion manager: Bob Van Driel; WFMY-TV Greensboro, N. C., a six-foot cutout of the "Pied Piper of Piedmont" with miniatures of manufactured items in that area, artist who created the card, Emory Culclasure, made trip to New York; KSBW-TV South Bend, Ind., a full-size replica of a tv set in leather with a lighted screen which (when handle was turned) told the story of that area; WRDW-TV Augusta, Ga., used golf as theme as it is reportedly one of best known golf centers, promotion director: D. G. Shepherd; WAFB-TV Baton Rouge, La., sent large card with stork flying over its greetings and framed montage of Baton Rouge area, and

Somewhere Every Day

Radio and Television Stations are accused of Committing

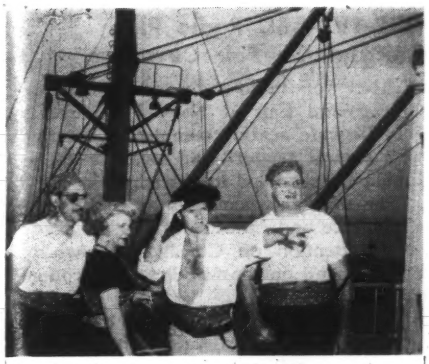
LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS



DRESSED in pirate garb are four WGAR Cleveland personalities who entertained the passengers of a WGAR cruise which was scheduled to tour Niagara Falls or Crystal Beach Park in Canada. Pictured are (l to r) "Black Jack" (Tom) Armstrong, "Fatima" (Ruth) Allen, "Captain Grim" (Bob) Smiley and "Blood and Guts" (Jim) Taylor. The cruise featured a pirates ball and prizes were awarded for the best costumes. The event was hosted by WGAR personalities and their wives.

replica of station's building, promotion director: Grace McElveen; KTTS-TV Springfield, Mo., a boat about 12 feet long with a caricature of Daisy Mae and Ed Sullivan dressed in Ozark clothes, promotion manager: Pearson Ward; KSBW-TV Salinas-Monterey, Calif., featured theme of golf with picture of Bing Crosby and Mr. Sullivan on Pebble Beach course, president of station, John Cohan, made New York trip; and WCCO-TV Minneapolis caught a smallmouth bass (6 lbs.), encased it in plastic along with Minnesota greenery and sent it to Mr. Sullivan, promotion manager: Gene Godt.

WBKB (TV) Plans New Series

BALLADS and humorous farm-life stories built around 15 animals provide the format for a new program, *Win Stracke's Farm*, bowing on WBKB (TV) Chicago July 1 as a strip series. Mr. Stracke will narrate the weekly exploits of his animals and sing ballads composed especially for children. Narrative, involving one animal, will start Monday and end Friday each week, with program telecast 10:30-11 a.m.

Public Service Brochure Offered

WESTINGHOUSE Broadcasting Co., New York, is making available a 36-page public interest programming brochure. The booklet, titled *To Meet a Challenge*, is designed to "give you a little of the flavor of the Boston Conference." It contains pictures and summaries of the public interest shows carried by Westinghouse stations. Copies may be acquired from the company.

'Let's Travel' Schedules Tour

PAUL ANDREWS, conductor of *Let's Travel* (WOR New York, Mon.-Fri., 7:45-8 p.m., Sat.-Sun., 12:15-12:30 p.m.) will guide 39 listeners on a 24-day tour of England, Holland, Belgium, Luxembourg, Germany, Austria, Switzerland, Italy, Lichtenstein, Monoco and France. The group leaves Friday. Tour price is $1,000 minimum.

National Hot Dog Month To Be Promoted on Radio, Tv

SIX ambassadors of good will hit the road—and radio-tv—starting today (Monday) on a 60-city tour in behalf of a revered American institution—the hot dog.

It's all part of the second annual National Hot Dog Month promotion, sponsored in July by Tee-Pak Inc., makers of casings for skinless frankfurters. Six "wise and beauteous" young ladies will impart hot dog history and lore in key cities and present gold-plated frankfurters to mayors and governors, among other activities.

Additionally, tentative plans call for their appearances and interviews on some 100 radio-tv stations, with the heaviest concentration on homemaking, disc jockey and news programs, plus visits to newspaper editors.

The Tee-Pak account is handled by Cruttenden Adv., Chicago, although the campaign is being coordinated by Daniel J. Edelman & Assoc., that city. No provision has been made for paid radio or tv time, spots or programs, according to the Edelman firm, which views their broadcast appearances in the nature of "service" promotion.

Among their other chores, the six young ladies will reveal new recipes involving the use of hot dogs and will take part in hot dog eating contests. Tee-Pak coordinated the tour to coincide with National Hot Dog Month promotions by producers of frankfurters and related items.

DETECTIVE STORY

KITE San Antonio tracked down "the man who wasn't there" and let him in on some pleasant news at the same time. Datus Proper, general manager of the Pearl Brewing Co., San Antonio, was named "Citizen of the Year" by the San Antonio Council of Presidents. They then discovered he was touring Europe. Since it becomes very difficult to present an award without a recipient, they asked the KITE news bureau for some help. The station tracked Mr. Proper down to a hotel in Madrid, and arranged and taped a trans-Atlantic call to notify him of the honor. The tape was featured at the award ceremony.

"GEE! I'll try that baking powder!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

BMI

"According to the Record"

Continuities for July

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

July's "*According to the Record*" includes stories about the "S. S. United States," John Quincy Adams, Bastille Day, Mary Baker Eddy and other significant and entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 13th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.

589 FIFTH AVE. NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Radio Buy... 1 KOSI Denver KOBY San Francisco

HOOPER — PULSE — NIELSEN

Summer Outdoor Listening Market Promoted in WGN Sales Booklet

THE THEME that radio is the only means of reaching the booming summer outdoor listening market and that summer radio is just as big as the winter audience highlights a new booklet prepared for WGN Chicago salesmen under the supervision of Charles A. Wilson, advertising and sales promotion manager of WGN Inc. (WGN-AM-TV). Titled *Summer Listening and WGN Radio*, the booklet is designed to show agencies and clients "that they cannot afford to give their advertising a summer vacation."

Statements are documented by statistics from reports by the A. C. Nielsen Co., The Pulse Inc., Radio Adv. Bureau, Adv. Research Foundation, *Sales Management* and *Tide*. Typical is a Pulse radio report showing average homes-using-radio last summer as 23.5 compared to 22.7 for the preceding winter. The station ties in statistics with claims it reaches more homes than any other Chicago radio outlet and thus is the "best buy for big summer audiences."

Storm Warnings Organized

STORM WARNING systems have been set up by KCRG-AM-TV Cedar Rapids, Iowa, and KFMO Flat River, Mo., according to reports received from the two stations. The KCRG system will cover most of eastern Iowa and is under the direction of the station's news editor, John K. Williams. The KFMO system was originated by the station's manager, James F. Collins, and will serve a number of towns in the state.

JUNGLE FILMS PLUS 'COME HITHER'

KYW-TV Cleveland, which late last year was singing the 10-minute blues on account of its unsold 11:20-11:30 p.m. CST time slot, these nights is waxing rhapsodic over reels of non-cohesive jungle film. For that matter, so are late evening Cleveland viewers, not to mention the local Studebaker-Packard dealers and the folks who make Chiclets and Dentyne chewing gum.

KYW-TV assigned writer-producer Bill McGaw to make something of the miscellaneous jungle material the station had acquired from Sterling Television. Meanwhile, KYW-TV rearranged its 11-11:30 time slot completely and put in news, weather and sports. Only the sports segment failed to produce a sponsor.

Weeks passed. Mr. McGaw pondered until one day he chanced upon an idea. "Why not," he mused, "do an out-of-doors version of 'The Continental,' that suave ladies' man with the 'come-hither-my-love' approach?" KYW Vice President and General Manager Rolland Tooke and his executive assistant, John L. McClay, both expressed great enthusiasm for the project.

THE VICARIOUS THRILL: When Cesare admires a cigarette holder.

Mr. McGaw hired actor Paul Orgill for the part of a wealthy, retired sportsman whom he then dubbed "Cesare." The station's make-up department gave Mr. Orgill greying temples and decorated his cheek with a sabre scar (to simulate an adventuresome youth as a European university dueling champion). Set designer Jack Bernsau fixed up a sound stage to resemble a bachelor's hunting lodge.

Cesare talks about his adventures in the dense underbrush of India, on the veldt of South Africa, and in the jungles of Brazil, by way of introducing various film clips, e.g., of mongoose killing cobra, of the Australian aborigine at play, of the big game hunt in Rhodesia, to name some shown to date. But it takes more than mere film to attract an audience and to make the Cleveland Studebaker Dealers Advertising Assn. renew its 13-week contract almost at first sight. (The dealers reported a near-tripling in showroom traffic since the show premiered Jan. 14.)

Cesare will sip delicately from an ever-present brandy snifter, and as he does so, the viewer will note a lipstick-tipped cigarette smoldering in the ashtray, or a pair of gloves "carelessly" left behind by one of Cesare's visitors. Occasionally, they're quite alive. As the camera dollies in for a close-up on Cesare's countenance, the picture not-so-accidentally will pick up a well-turned ankle.

According to KYW-TV, Cesare has brought the station from third to first place "rating-wise" for that time of night. And the viewers don't wait till 11:20 p.m., either. They flick on ch. 3 at 11 p.m. to catch the news and sports before the fun begins, the station reports.

KYW's success with Sterling's jungle film footage has also given the film company some "new ideas." The revised sales pitch at Sterling on behalf of the jungle film now embraces the "KYW experiment." So far this year, Sterling's sales vice president, Bernice Coe, reports 10 new customers for *Jungle*.

NBC-TV, ABC Radio Plan Chicagoland Fair Coverage

PLANS for radio-tv coverage from the Chicagoland Fair at Navy Pier June 29-July 14 were nearing completion last week, with several network and local station personalities scheduled to participate.

The event is sponsored by the Assn. of Commerce and Industry and is designed to focus attention on Chicago's growth and progress and on the Middlewest's economic growth potential.

Both NBC-TV and ABC Radio plan to originate network programs from the exposition, which will include an antique automobile parade, fashion show, water festival, an ice revue and some 250 exhibits. NBC-TV will originate *Today* and *Tonight* and ABC Don McNeill's *Breakfast Club*, according to tentative plans.

Station remote coverage will be given by WGN and WGN-TV, WNBQ (TV), WLS, WBBM, WCFL and perhaps other stations. Fran Allison, member of ABC-TV's *Kukla, Fran & Ollie*, will serve as official hostess for the fair. Heaviest local coverage is reportedly planned by WGN and WGN-TV, starting with a televised 90-minute press revue and fashion show June 28. Additionally, WGN will broadcast weekend programs with various local personalities, plus its Big Ten Community Party July 3.

WHTN-TV's 'Golden Days of '49'

TO PROMOTE its summer spot business, WHTN-TV Huntington, W. Va., is currently sponsoring "Golden Days of '49." Gold-painted rocks and a golden card relating the extraordinary savings on spot announcements offered by the station's sales department are being distributed to prospective clients by Bill Trowbridge, WHTN-TV salesman, dressed in a gold prospector's outfit—whiskers and all.

Series Features Gussie Moran

TENNIS star Gussie Moran is featured in a new weekly sports interview show on WABD (TV) New York, following the station's telecast of the main boxing bout at St. Nicholas Arena on Monday. The program, which is patterned after WABD's *Nightbeat* show, is heard at 11:15 p.m. Miss Moran asks candid questions of leading sports figures.

'Ozark Jubilee' Changes Name

ABC-TV's *Ozark Jubilee* will be re-titled *Country Music Jubilee* and will be given new production and talent resources beginning July 6 (10-10:30 p.m. EDT), according to James T. Aubrey Jr., ABC-TV vice president in charge of programming and talent, and Leslie L. Kennon, vice president of Crossroads Tv Inc., Springfield, Mo., where the program originates. Dan Lounsbery, for four years producer of NBC-TV's *Hit Parade*, has been named ABC-TV producer and Red Foley will continue as m.c. The series is sponsored by Rolaids, Clorets and Dentyne through Ted Bates & Co.

STAFF OF STRENGTH

for the ASSOCIATION OF AMERICAN RAILROADS

TELEVISION STAMPS QUALITY ON PEPSI

Soft drink firm's tv underscores its new look

WHAT do you say to more than 100 million people?

Answer that question as the Pepsi-Cola Co. did in its co-sponsorship of *Cinderella* this spring, and you have the philosophy that guides Pepsi-Cola's multi-million-dollar advertising program today.

In the $500,000 Rodgers & Hammerstein spectacular on CBS-TV, Cinderella went from the fireplace to the palace. Pepsi-Cola's objective is somewhat more modest. It only wants to go from the kitchen to the living room.

Unlike Cinderella, however, Pepsi will be surprised only if it does *not* reach its goal. It's come a long way already, and it's looking to television to help wave the magic wand that will get it all the way.

Pepsi's objective—acceptance in the best places—is not new. The idea that Pepsi "really belongs" has been dominant in Pepsi-Cola advertising for years. But the *Cinderella* sponsorship (along with Shulton Inc.) unveiled a new strategy—the tactic of the spectacular—in the campaign that the company and its agency, Kenyon & Eckhardt, are waging to make "Pepsi-Cola" synonymous with "quality."

Go back a few years.

In business a long time but still widely unknown, Pepsi-Cola got its real start in the depression years of the Thirties—on bottle size and price. Thanks to the radio saturation that Pepsi-Cola gave it, "twice as much for a nickel too" became a national craze in 1939-40, and Pepsi's sales boomed apace. The economy theme continued to dominate most of the company's advertising throughout the 1940s—advertising that, aside from radio, consisted largely of skywriting and "Pepsi & Pete" ads on the comic pages, backed by literally hundreds of contests.

STEELE, BARNET SPEARHEAD NEW LOOK

Then, in 1949, a new management team headed by Alfred N. Steele and later joined by Herbert L. Barnet, took over. Mr. Steele, now board chairman, and Mr. Barnet, president, set out first to upgrade the product and then, in 1950, launched a new advertising theme designed to upgrade the public's respect for it as well.

Coca-Cola was the entrenched leader of the soft-drink field, leading Pepsi in sales at that time by an estimated 5 to 1. But Pepsi's curve was going up. More and more people were drinking and serving the "12 full ounces" drink.

The trouble was that although they were serving it in the living room, they were still pouring it in the privacy of the kitchen. Coke was "fashionable"; Pepsi was no better than a poor relation (and actually, of course, was no relation at all).

By pouring it in the kitchen while his guests were in the living room, the host figured to get twice as much for his nickel, just as the jingle said.

So the new campaign that Messrs. Steele and Barnet introduced in 1950—through Biow Co., then Pepsi's agency—eliminated the skywriting and killed the Pepsi & Pete comic strip ads. The New Look was designed to convince consumers that in the improved Pepsi they had a quality drink which could be brought right into the living room with the guests. There was no need to pour it behind people's backs; they could serve it proudly.

Pepsi's first tv venture was to sponsor Faye Emerson on CBS-TV. She brought well-known people onto the show. She, they—the whole program—associated Pepsi-Cola with an atmosphere of quality.

Sales progressed, too, but by 1952 the Pepsi-Cola people felt a need for more activity at the local level. Quality network programming was becoming more costly and, more important, tv market development was not following the pattern of Pepsi's market distribution.

The local bottler is a major cog in the soft-drink machine, capable in the long run of making or breaking a manufacturer. And Pepsi has more than 500 local bottlers. So Pepsi turned heavily to spot—both radio and television—where it could concentrate on areas needing help and put its money where it figured to bring the largest return. Polly Bergen became the symbol of Pepsi-Cola in this new tactic.

Both of these approaches, network and spot, paid off.

Coca-Cola's sales edge, about 5 to 1 seven years ago, has been cut to approximately 2 to 1, according to current estimates, and Pepsi-Cola officials are talking now of an early day when the two drinks will be competing as equals in both size and price.

As a clincher in their story of growth, they note that where annual national case sales for the soft drink industry as a whole have gained only 4% since 1950, Pepsi's are up 132% in the same period.

So with sales like that to indicate that the quality theme is steadily gaining ground, why change the technique of promoting it? Why go into spectaculars, where the price is high and the frequency small?

The answer is not too complex, but it has several parts:

First there is the obvious association of Pepsi with quality entertainment.

"We want not only to consolidate and increase our sales gains," says Mr. Barnet, "but also to re-emphasize the fact that Pepsi-Cola is in the big leagues, that it brings people good, worthwhile shows. We want to be a part of programs that the public will look forward to in advance and remember long afterwards."

WHAT ABOUT THE INDIVIDUAL EFFORTS?

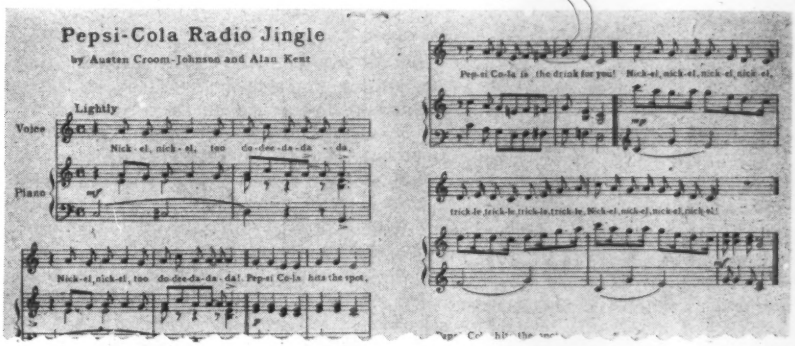
For another thing, the "situation" has changed again. Bottlers, individually, also put a lot of money into television. They sponsor all sorts of local programs—children's shows, westerns, adventures, the whole gamut. K&E officials point out that these programs are not, in themselves, bad advertising buys.

But with Messrs. Steele and Barnet they point out, too, that the format of a television program can have great influence on what the public thinks about the product that sponsors it. So they see the need to erect a sort of national umbrella over their bottlers' individual advertising efforts, to help maintain the "national image."

But why choose spectaculars rather than weekly or alternate-weekly sponsorship of some first-class series that appears week in and week out? The answer is money. Pepsi-Cola doesn't yet have the money to spend on regular sponsorship of a program having the class it's looking for, but it does have $1-$1.5 million to spend this year as "an inter-

MEDIA MILESTONES:

Pepsi-Cola Hammers Hard, Often With All of Advertising's Tools

THAT BOUNCY RADIO JINGLE: Perhaps most famous of Pepsi's promotions was the jingle that kept America humming for years.

Pepsi-Cola Radio Jingle
by Austen Croom-Johnson and Alan Kent
Lightly
Voice
Piano
Nick-el, nick-el, too do-dee-da-da - da.
Nick-el, nick-el, too do-dee-da-da-da! Pep-si Co-la hits the spot,
Pep-si Co-la is the drink for you! Nick-el, nick-el, nick-el, nick-el,
trick-le trick-le, trick-le, trick-le, Nick-el, nick-el, nick-el, nick-el!

SKY WRITING: One of the earlier forms of Pepsi promotion, it became a casualty with the new Steele-Barnet concepts.

CARTOON CAPERS: Pepsi and Pete romped through newspapers and magazines until their demise in 1950 with The New Look.

PEPSI AND PETE
THE PEPSI-COLA COPS
by RUBE GOLDBERG
DOUGHNUTS
PEPSI, I'D LIKE Y'KNOW HOW COME WE'RE ON BOARD THE SANTA MARIA!
HERE COMES CAPTAIN CHRISTOPHER COLUMBUS—HE LOOKS WORRIED
WHAT'S WRONG, CAP-SAISICK?
NOOSE—THE CREW HAS MUTINIED—THEY'RE GOING TO THROW ME OVERBOARD!
QUICK, PEPSI—WHISTLE FOR WALDO!
TWEET TWEET
TWO PEPSI-COLAS FOR YOU GUYS!
GOOD GOOD TASTE!
AND TWICE THE SIZE!
SCRAM, LUGS—DON'T Y'KNOW COLUMBUS HAS GOTTA DISCOVER AMERICA?
I THINK I'LL CRACK A FEW NUTS BEFORE I HIT LAND
AMERICA AT LAST! GENTLEMEN, YOU'LL GO DOWN IN HISTORY WITH ME!
I HOPE THEY SPELL MY NAME RIGHT IN THE SCHOOL BOOKS
CALLING CAR 54—THERE'S A DISTURBANCE AT THE COLUMBUS MONUMENT!
PETE WAS I ALERT!
PEPSI, I HAVE JUST BONNA ASK YOU THE SAME THING
The drink with QUICK FOOD ENERGY
IN FULL OUNCES
POLICE

TV WITH GLAMOUR: Faye Emerson (left) was featured in Pepsi-Cola's first television venture and then more recently introduced was the allure of Polly Bergen (right and also at top of opposite page).

mediate step" to re-establish Pepsi in network television. So it elected to put the money into a few "carefully selected, family type spectaculars to enhance the class and quality product image."

Cinderella was the first. The second will be a two-hour production of *Annie Get Your Gun,* starring Mary Martin, on NBC-TV the night before Thanksgiving in co-sponsorship with Pontiac.

One other factor in the decision to buy spectaculars: They provide what officials consider an ideal springboard for all sorts of national promotions which can be tied in at the local level by Pepsi's 500-plus bottlers around the country.

This, then, was the basic reasoning that led Pepsi-Cola and K&E authorities—K&E took over the account in January 1956— to the decision to concentrate on a few, but high-quality special shows this year. It also suggests the answer to the original question of what to say to 100 million-plus people.

CLASS A INGREDIENTS INSURE SUCCESS

Both agency and advertiser were pretty confident that they would be talking, if not to 100 million people, at least to one of the largest audiences in television history. This was assured by several factors: The play was a tv original by Rodgers & Hammerstein; Julie Andrews, star of the Broadway hit "My Fair Lady," was playing Cinderella; the play was going into Ed Sullivan's 8 o'clock spot on CBS-TV—plus the fact that Pepsi and its bottlers put on one of the heaviest merchandising campaigns any one television show has ever enjoyed.

So Pepsi-Cola and K&E, with prospects brighter than most, faced up to the problem that confronts every advertiser and every agency: Preparing the commercials.

What they did would seem—if seen out of context—to be the softest of soft-selling messages. All three commercials showed the product only in the closing seconds and one of these had only two spoken words ("Pepsi, please"). The third, which in contrast to the others was done live, mentioned the product only once, and then only in the most casual institutional fashion.

But to Messrs. Steele and Barnet, to Charles Derrick, Pepsi vice president and advertising manager, and to the K&E executives who worked on them—as well as, apparently, to millions of viewers—the commercials had a clobbering effect that amounted to "hard sell" of the hardest type.

They were integrated into the mood of *Cinderella* itself. Indeed, both Pepsi-Cola and Shulton Inc. (whose agency is Wesley Assoc., although K&E also prepared Shulton's *Cinderella* commercials) took their cues from the program, Pepsi playing the Cinderella line and Shulton addressing most of its messages to the "Prince Charmings."

Indicating the power of the messages, one woman wrote to Pepsi-Cola that she'd been unhappy, despondent about life, but that the closing commercial in particular gave her new hope. That one, which followed the glass slipper episode in the story, showed a girl examining a slipper and saying:

"Impossible! But impossible things *are* happening . . . every day. Every day, somewhere, somebody meets someone, somebody falls in love, somebody gets married. Impossible? Mmm! Mmm! What makes impossible things happen? Not just wishing, that's fairy tale. It takes work to make a wish come true. So all you Cinderellas and Prince Charmings, get to work. Something wonderful, and impossible, may happen to you, perhaps tomorrow."

In the closing seconds the girl moved toward a bottle of Pepsi and finished the message: "But remember, everything starts with a wish. And *whatever* your wish may be, here's *our* wish—people to people. From the people who make Pepsi-Cola for you: May you succeed in making *all your* impossible wishes come true."

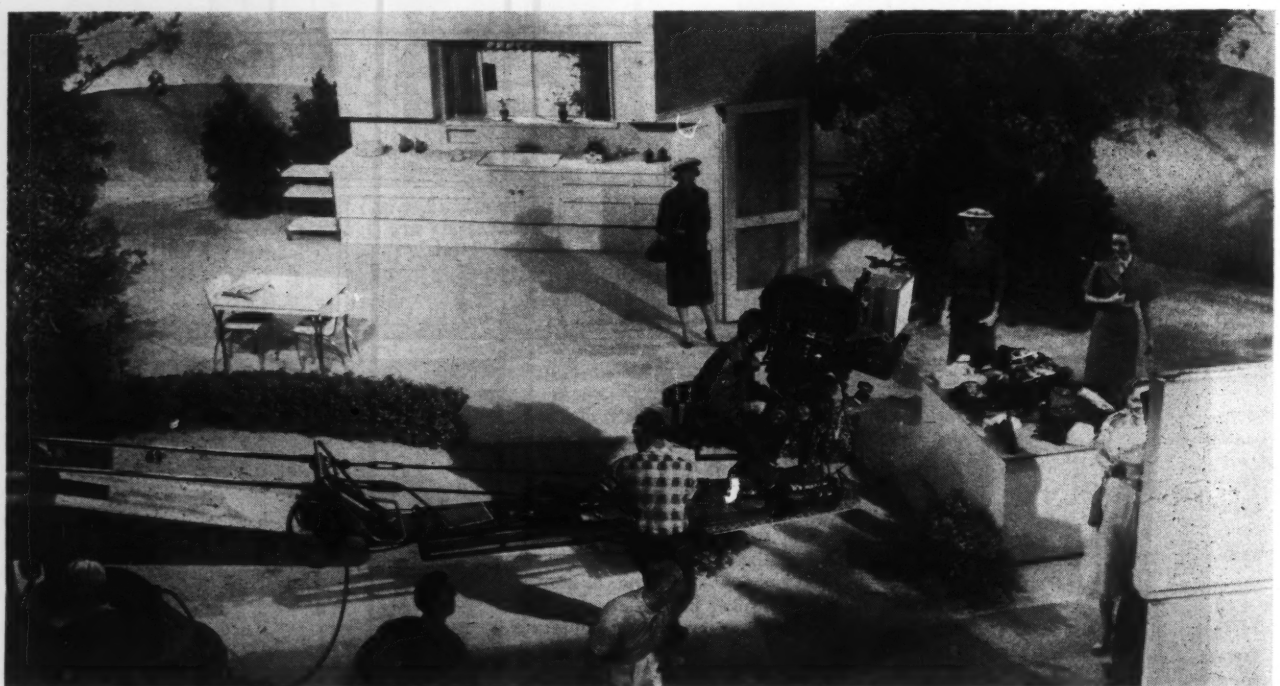
That was all.

In another of their commercials, K&E and Pepsi-Cola accomplished the seemingly impossible feat of filming the entire 90-second sequence—which included four costume changes—in a single take. Officials at Universal-International Studios, where it was filmed under the supervision of Roslyn Relin, K&E radio-tv account executive, were so impressed that they asked—for what was said to be the first time for any tv commercial—that it be shown to Universal's full executive board.

AN ENTIRE LIFE'S SPAN SHOWN

This one, instead of pitching Pepsi, started off showing a little girl crossing a small bridge, panned downset to show her as a bride, then as a housewife in the kitchen, then wheeling the baby carriage, then buying a handbag in a store, and, finally, at home with her husband and Pepsi. Simple? But viewers got the impression that throughout life, Pepsi-Cola is synonymous with gracious living.

The one-take production, incidentally, was accomplished through a lot of advance planning and the use of twin girls. The twin who played the part of the bride then ducked out and quick-changed her costume



IN ONE QUICK SWEEP: Pepsi-Cola and Kenyon & Eckhardt accomplished the unusual feat of having one 90-second commercial filmed in a single take, despite the fact it involved varied sequences in the life of a woman. Pre-planning and use of such things as twins permitted the sweep production that impressed veteran Hollywood film makers.

For the color prints your skill deserves . . .

ANSCO TYPE 238 COLOR DUPLICATING FILM

Your skill, reputation, and your personal pride all get a boost when you use *Ansco Type 238 Color Duplicating Film* for 16mm release prints.

Type 238's long tonal scale matches to the full *all* the true color of your original . . . gives you the crisp highlights, the cleaner, *whiter* whites, softer middle tones, open shadows, and high-fidelity sound that let your skill come shining through!

Next time you print, specify popular *Ansco Type 238 Color Duplicating Film*. Then, *see* the difference Ansco makes! Another great film from ANSCO, A Division of General Aniline & Film Corporation, Binghamton, N. Y.

For color-perfect slides and strips . . . use Ansco Type 538 Color Slide Duplicating Film.

This fine-grain 35mm reversal color film is ideal for making direct duplicates from original transparencies. Available on safety base . . . long lengths DRL . . . processing *not* furnished.

Ansco . . . the finest compliment you can pay your skill

THINKING SIDE-SADDLE?

If you've been thinking side-saddle, why not start some straight-shootin', herd-ridin', calculatin'. WBNS Radio listeners sit up and take notice . . . and they have $2,739,749,000 to spend. They and Pulse place us first in any Monday-through-Friday quarter-hour day or night.
Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

IT'S RADIO ACTIVE

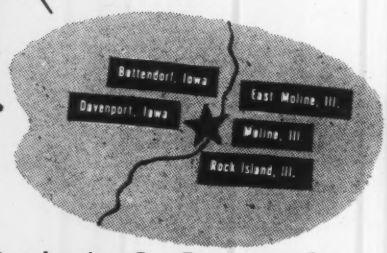
There's Buying Power In This Here Valley

$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"



Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Tri-City Broadcasting Co., Davenport, Iowa

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

while the other twin was playing the housewife. The original twin took over again at the handbag counter.

The other Pepsi commercial was almost speechless. It showed a girl arriving alone at a party, seeing no one she knew and feeling left-out and lonely. At the end she met a friend at the Pepsi bar. The only dialogue was the curtain lines when he asked: "Pepsi?" and she answered: "Please"—a combination of words which, incidentally, Pepsi-Cola has promoted extensively in the radio and television contests it pioneered in San Diego, Calif., and Muncie, Ind. [B•T, Aug. 20, 1956, *et seq*].

Supporting Pepsi's co-sponsorship of *Cinderella* was one of the most extensive merchandising promotions the company has ever conducted.

Through and with K&E, Pepsi-Cola set up three separate contests for bottlers to conduct at the local level; printed up five million Cinderella comic books to go into all cartons of Pepsi sold during the weeks before the show; prepared letters for bottlers to send to local school officials, asking them to recommend the show to their pupils; urged bottlers to work with their local stations in promoting *Cinderella* (and Pepsi-Cola) to supermarkets; and sent out three recordings, featuring singers Vic Damone and Peggy King in songs from *Cinderella*, to some 3,300 disc jockeys along with key chains as mementos and suggested copy calling attention to the forthcoming tv program and the time of the telecast.

CBS-TV's promotion department also went all-out, issuing publicity kits containing both program releases and film clips, while Bernard Relin & Assoc., public relations counselors for Pepsi-Cola, also put out a complete publicity kit to Pepsi bottlers, suggesting methods of exploitation and providing material with which to do it.

BOTTLERS GIVE FULL SUPPORT

Pepsi-Cola officials have no way of knowing exactly how many or to what extent their bottlers took part in the advance promotion. They do know that at least 339 participated in *Cinderella* promotions of one sort or another, and at least 50 conducted the *Cinderella* contest laid out by K&E. These involved (1) a telephone contest, in which bottlers offered prizes to people who were watching *Cinderella* when called by telephone during broadcast; (2) a *Cinderella* letter-writing contest, offering prizes for best letters nominating "the nicest person I know," and (3) a similar one in which the subject of the letter was "my wish for my town." In all cases the prizes were offered by "Pepsi-Cola's Cinderella" and the contests were promoted heavily during the weeks immediately preceding the broadcast.

Bottlers promoted the program in many other ways.

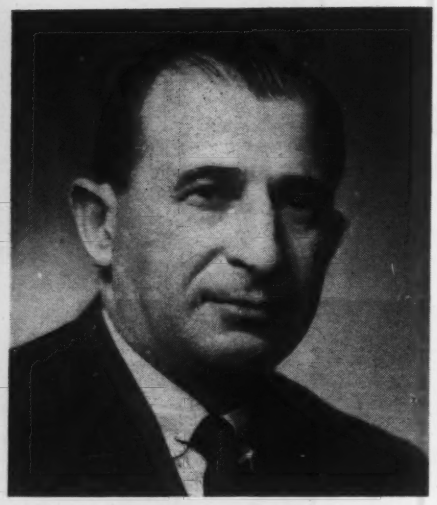
In New Haven, Conn., for example, a "Prince Charming" and "Cinderella" were crowned daily on tv during school promotion. In San Francisco a local "Cinderella" drew public attention through radio, television, and newspapers. In Salt Lake City a bottler sent a pony-drawn pumpkin-shaped coach traveling the streets. In Washington,

ESSO RESEARCH works wonders with oil

Modern asphalt makes driving more enjoyable

The miles just seem to float by when you travel on quiet, safe, easy-to-drive asphalt highways. Esso Research, working with oil and highway engineers, has helped develop tougher, more resilient surfaces that stand up under heavy travel, hot sun, snow and ice. By helping to pave the way of progress with asphalt, again **ESSO RESEARCH** *works wonders with oil!*

Esso



PRESIDENT BARNET . . .

He carved a product image

CHAIRMAN STEELE . . .

Pepsi-Cola is in the big leagues

a "Cinderella" float won third prize in a festival parade. In Buffalo a "Cinderella" contest winner traveled with "footmen" in a horse-drawn carriage.

In Texas, a bottler offered to open a "Cinderella savings account" for the first girl born on "Cinderella Sunday." In another area the Pepsi bottlers banded together to buy 40 *Cinderella* spot announcements during the week before the telecast. In others, bottlers individually bought local spots—some as many as 30 or more—to hypo viewing.

"Activities such as these were conducted all over the country," says Joseph C. Lieb, K&E vice president and account supervisor. "To be sure, some bottlers did a better job than others, but on the whole we can't complain. There is no doubt that our first venture into the field of spectaculars exceeded even our fondest expectations."

The promotions, the fact that it was Rodgers & Hammerstein's first tv production, the presence of Julie Andrews and the fact it was the age-old Cinderella story in one of the best time periods in television —all these had an obvious cumulative effect. *Cinderella* started off with a rating of 41.3, whereas the first half of the Sullivan show normally averages around 26.

And Cinderella's audience grew steadily, rising to a 42.5 during the second half-hour and winding up with a 46.1 in the third.

These are figures with the sort of class that both advertiser and agency want Pepsi-Cola associated with. But they realize that their next venture will have to have the same sort of co-operation—by advertiser, agency, network, and bottlers—if it is to match the first in impact and stature. Looking forward to that one, though, they're pleased with *Cinderella's* proof of their belief that, as a vehicle to carry the particular quality message they want to get across, a tv spectacular is no pumpkin.

PLAYBACK

QUOTES WORTH REPEATING

THE STATION RELATIONS MAN

Bert Lown, CBS-TV's western manager of station relations, gives this summation of affiliate-network relations and the duties of the stations relations man. He spoke last Thursday at the Canadian Western Assn. of Broadcasters meeting at Jasper, Alta.

THE RELATIONSHIP between the network and station affiliates is a complex and peculiar one. It is unlike the relationship between a manufacturer and a retailer, unlike that between a producer and a middleman, unlike that between a film company and a theatre—in fact, it is unlike any other relationship in our economy.

A tv network obviously depends strongly on its affiliates, for, even today, a network remains a relatively simple concept: It is the interconnection of a number of stations for the purpose of carrying the same program at the same time.

But, as the network depends on its affiliates, so do the station members depend on network programs. Programs are the means by which a station makes its money. Not only does a network program usually deliver an important, prestige-building sponsor to the station, but it also creates adjacencies that cannot be created in any other way. The local station's sales of those adjacencies, of course, mean major revenue increases.

So the network-station arrangement must provide a means for delivering simultaneous circulation for a given program at a designated time period for the term of the sponsor's contract—or else the network program schedule, which is a planned and organized structure, would fall apart. And the job of selling and supporting costly network shows would become almost impossible.

One of the mechanics for accomplishing all that is option time. It grew out of the necessities of the business. A network without option time would be like a railroad without a timetable, canvassing passengers as to when to start each train.

. . . While a station relations manager on the average, tries for an in-person visit to every station he is responsible for at least once a year, contact—by letter, phone, telegram and visits from station personnel—is actually more frequent. Station relations managers give help, answer questions, make inquiries and—most of all—observe.

They must be up on every aspect of station management in order to pass along the newest techniques in every area to all affiliates, and they are a continuous sounding-board of information. Further, they must become specialists in market studies and, on their field trips "get the feel of a competitive situation."

They are supposed to know everything about a station's operation and its market. At home in his network's offices, a station relations man is primed in network activities and aids in sales, promotion, programming, clearance problems, co-op sales (which often depend strongly on the local affiliate's sales methods), unifying network cut-in charges and the like.

On the road, the network man may perform any—or all—of the following: On arrival at an affiliate, he will pay respects to the station manager and key members of the staff. He will be certain to look at sales operations like traffic procedures, control-panel information and how it is listed, origination of the sales orders and so on.

He must also be helpful in terms of station equipment and studio facilities, especially as it fulfills local programming as a corollary to network service. He may meet and talk with local program personalities, sit in on a show (perhaps even participate in it) to help iron out problems. He will also check on local news facilities and see what network help is needed there—if any.

That includes, of course, talking with engineers and production personnel. And, notably, if the affiliate plans expansion of facilities or construction of new studios, these discussions can become highly technical. The network man may even, before his day is over, be in the field to inspect transmission towers and antenna.

The job does not end even there. The contact representative may meet with the local chamber of commerce in regard to public- and community-service programming. He may check further on new areas of expansion within the market. He will do anything he can to promote, boost or sell his network's primary product, circulation.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

. . . and ask yourself this question:

"AM I A SAFE DRIVER?"

You are a safe driver if you . . .

- observe traffic regulations, especially about speed
- watch other drivers and try to anticipate their actions
- drive extra-carefully when pedestrians, especially children, are about
- know distances required to stop your car completely at various speeds
- never drive when you are fatigued, ill or upset
- lower your speed as darkness approaches
- signal other motorists in ample time
- keep your car in top mechanical condition

You are not a safe driver if you . . .

- fail to observe right of way
- follow too closely behind the car ahead
- weave in and out of traffic lanes
- pass on hills or curves when there is no clear view ahead
- do not adjust your speed to weather and traffic conditions
- fail to lower lights when a car approaches
- take chances in hazardous situations
- feel over-confident or believe accidents happen only to the other fellow
- speed through traffic lights on the yellow signal
- mix alcohol and driving

Always drive as if your life depended on it. It does!

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

Why International Milling's Advertising Manager

Prefers Crosley WLW Stations for Robin Hood Flour

"We use WLW Radio and TV Stations for a number of reasons – top talent, excellent market coverage, and important merchandising. Cooperation covers all phases of product promotion and goes far beyond the usual media–client service. The Crosley Stations' close contact with trade personnel and their willingness to cooperate with our local representatives add an important plus to our advertising!"

Robert E. Thompson
Advertising Manager,
International Milling Company

Like Robin Hood Flour, you'll get top merchandising service for your products on the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW *Radio* **WLW-T** *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

from **AL HOLLENDER,** *vice president in charge of radio-tv dept., Grey Advertising*

HOW TO STOP THE RETREAT TO THE ICE BOX DURING YOUR COMMERCIAL

THE DWIGMEE FAMILY is silently grouped around the television set. The first act of a three act play is over. The theme music swells and fades. The screen goes black. And then . . . there it is! Your commercial. The one you thought would set the world on fire.

But wait! The Dwigmees are leaving the room. It's as though your commercial theme was "Now is the time for all good people to head for the ice box and make themselves cheese sandwiches." How can you stop them? You're not selling cheese, you're selling cigarettes! What's missing in your commercial?

Chances are you'll find the answer in a single word. IMPACT! IMPACT . . . the element that rivets attention . . . the force that fixes a viewer's eyes on a screen as though you'd called him by name. Without impact in the opening seconds of a commercial, you might just as well sign off with "compliments of a friend." And today, with the swamping quantity of commercials fighting for attention, that opening wallop becomes more important than ever.

But after the wallop, what then? How do you follow up? How do you sustain the attention you've won? The answer to that one is SHOWMANSHIP—tempered with imagination and ingenuity—and topped off with a subtle catalyst called SALESMANSHIP. A big order? Of course. But how many commercials have ever left a truly lasting or favorable impression without these elements? Few, if any.

Now let us assume that we have a commercial that fills the bill on all four counts: showmanship, imagination, ingenuity, and salesmanship. Is that the end? Not by a long shot! With just a few flashing seconds in which to make our impression on the viewers' minds, we must put across our theme—the one line, the one word, the one thought that will stick. And it had better be the right one because that's the image the viewer will carry away.

We accomplish this singleness of purpose wherever possible through the use of product demonstration. Few things, we have found, will help a viewer to remember or better urge him to buy, than an interesting demonstration of the product's chief selling point. Such a demonstration, when well executed, is not only entertaining to the viewer, but carries with it believeability and conviction. If the viewer can actually perform the same demonstration at home, so much the better. This implies, of course, that the simpler the demonstration the more convincing it is and, therefore, more believable, too. And let no one underestimate the importance of the believeability factor in commercial-building.

We've come a long way in the commercial-writing field. We've discovered the tremendous distinction between just "telling" and "selling" a product story. We've learned how to employ showmanship to increase the effectiveness of our salesmanship. And every day, we're finding new ways, better ways to convince, to sell, to present a product story with impact!

We're finding out at last . . . how to keep the Dwigmees in their seats.

Alfred L. Hollender; b. Chicago, Sept. 29, 1912; educ. U. of Ill. Served World War II on Eisenhower's psychological warfare staff. Immediately after war was Chief of Radio, U. S. Force. Started in radio with WIND and WJJD both Chicago. Began in continuity, worked way up through assorted jobs, including sports announcing and sales and then to management. After war service joined Lou Cowan Productions. Served as head of radio and television for Republican campaign for Eisenhower's presidential nomination and election. Joined Grey Adv. four and a half years ago. Currently vice president in charge of radio-tv department of Grey. Member of agency's executive committee and board of directors.

GE "INDIAN": Impact achieved by surprise, the sudden appearance on the screen of the unexpected.

HOFFMAN "FACE AND TRAY": Impact created by ingenuity of product photography and display.

RCA VICTOR "PAPER SCULPTURE": Impact through new paper sculpturing techique with fluid motion.

CHOCK FULL O'NUTS "DON'T SPEND": Impact through negative appeal, creating curiosity, anticipation.

The Craven Challenge

MANY broadcasters of radio's first generation know that T. A. M. Craven, now serving his second hitch as a member of the FCC in 20 years, is a man of action who fights for what he believes. He's not particularly interested in making friends for friendship's sake. His "Craven Plan" on tv allocations certainly hasn't influenced the majority of incumbent vhf broadcasters. Nor does his stern advocacy of a test for "open circuit" toll tv impress us as being advisable or essential.

But no one can question his sincerity.

On June 14 Comr. Craven addressed a meeting of the Maryland-District of Columbia Radio and Tv Broadcasters Assn. at Ocean City, Md. He restated his case for a toll tv test. But the other half of his talk dealt with broadcasting as private enterprise and the apathy of broadcasters in opposing government interference with the programs and the business of licensees.

We reprint in this issue the text of that portion of Comr. Craven's address. It is must reading. He raises the question whether broadcasters are placing economic protection ahead of editorial and business independence, and whether they will accept the inevitable consequence of rate regulation and other business controls.

Mr. Craven wonders whether he should continue this fight "if the broadcast industry itself is apathetic."

After you read his talk, you might let him know.

Potter's Spectrum 'Umpire'

THE opportunity of television's short lifetime is finally at hand. It is the resolution (S.J. Res. 106) introduced by Sen. Charles E. Potter (R-Mich.) (and echoed in a House resolution by Rep. William G. Bray [R-Ind.]) last week for the creation of a high level three-man commission to study spectrum utilization by government, including the military, along with likely future requirements.

Sen. Potter is a veteran member of the Senate Commerce Committee which handles communications legislation. He has seen the futility of attempting to ascertain what use government is making of high frequency spectrum space so sorely needed in other services. He is familiar with the excruciating shortage of vhf space for further tv expansion. And he obviously is concerned about ultimate government demands for space now being used for broadcast service.

The Potter proposal is for a three-man expert commission outside of government to be named by the President. It would determine whether "radio and television" frequencies now assigned to government are being efficiently utilized to the maximum; whether any of the frequencies could be relinquished for allocation to non-governmental purposes, and what the future requirements of the federal government might be for spectrum space. The commission would report to the President and to Congress within six months, omitting from its report to Congress any information classified for security reasons.

We think the Potter resolution is not only sound but urgent. As the law stands, the allocation function is divided between the FCC, which handles non-military assignments, and the President who holds the exclusive authority to allocate to federal government users without regard to the FCC. The system, as Sen. Potter aptly puts it, "provides no umpire."

Despite labored denials, it is known that the military already has sent up flares on its need for additional vhf space although it has soft-pedaled its demands since publication (primarily in this journal) of these developments. The military has never before been required to justify its demands; it had only to specify them, and then shroud their use (or their "stand-by" status) in "security."

The Potter resolution provides simply that the facts be searched out. There would be no need to disclose classified information. But the public is entitled to know whether its future television service is destined to come primarily over 12 vhf channels, or 30 or 5, and where uhf might fit in the allocations structure. The "public" includes several hundred broadcasters and many thousands of people employed in television.

We think the Potter resolution deserves the all-out support of everyone identified with television. We're confident that the FCC, to a man, will applaud it. It is simple and direct. It should pass before this session of Congress recesses.

Drawn for BROADCASTING • TELECASTING by Sid Hix from an idea by Robert H. Walton, WSPA-AM-FM-TV Spartanburg, S. C.

"But, chief, you said you wanted a daytime strip."

Sherman on the Beat

HAVING operated for 23 years under the direct regulation of the FCC, broadcasters do not seem to be in urgent need of special attention from another federal agency. They are getting it, however, from the Dept. of Justice.

As reported in B•T last week, nine Philadelphia radio stations were fined $1,000 each and their local association was fined $5,000 for violations of the Sherman Antitrust Act. Their "crime"—which the federal judge emphasized involved no moral turpitude and of which he said at least some of the stations were not guilty—was agreeing among themselves to abide by their published rates.

As the judge himself pointed out, the agreement in no way prevented individual stations from changing their individual rates. It was solely a device to discourage off-the-card dealing which in some communities has debased radio business practices to the haggling of an Oriental bazaar.

The Dept. of Justice's interest in broadcasting does not end with its successful prosecution of the antitrust case in Philadelphia. The department has been investigating television for a year. It has been urged to intensify its investigation by the recent report of the House Antitrust Subcommittee.

It looks as though broadcasting is in for a season of triple jeopardy—from its old watchdog, the FCC, from the FTC, which in the past year has been monitoring radio-tv commercials, and from the Dept. of Justice.

Two Victims

THE suicide of a scientist who had been subpoenaed by the House Un-American Activities Subcommittee will be used as an argument against television coverage of government affairs. Indeed it has already provoked Speaker Sam Rayburn to reaffirm his strict ban against the televising of any House proceedings.

Television is the innocent victim here. To be sure the scientist said in a suicide note that he had "a fierce resentment of being televised." But he also said: "My life and my livelihood are now threatened by the House committee." And in a statement he had prepared to give the committee chairman, he said: "The committee's trail is strewn with blasted lives and wreckage of youthful careers."

We do not wish to discuss the merits of the scientist's charges, but we must emphasize that they were directed against the committee and its conduct of investigations. The scientist's reference to tv does not alter the fact that the hearing was to be open and that with or without tv his appearance would have been publicized.

The suicide of a promising biochemist is, of course, a tragedy. But we must look for deeper motivations than a fear of television to explain it.

KSTP-TV SELLS the $4 billion Northwest market!

The success story above may be a bit exaggerated, but whether or not you are in the lemonade game, it's typical of the selling job that KSTP-TV can do for *you* in the vital Northwest market.

Since 1948 when it became the Northwest's *first* TV station, KSTP-TV has been the Northwest's *success station*, as hundreds of satisfied advertisers will testify.

Our files are full of success stories . . . facts proving that KSTP-TV not only *reaches* but also *sells* this market of 693,519 television homes in an area with more than FOUR BILLION DOLLARS in effective buying income.

Interested in success stories? If so, your nearest Petry office or a KSTP-TV representative will be happy to give you the details.

KSTP-TV CHANNEL 5 50,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

Here's How KMBC-TV Wins More By MORE Families in Kansas City
And Sells More Goods for Sponsors

KMBC-TV "BIG-TIME" DAY-TIME, NIGHT-TIME SCHEDULE

CHANNEL 9 — KANSAS CITY, MO. BASIC ABC AFFILIATE SUMMER-1957

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9:00		**"ROMPER ROOM"** — Moppets and their mothers both watch Virginia Adams as she deftly mixes fun, learning—and selling—on this enormously popular live kindergarten show.					FARM HOUR
9:30							
10:00	RELIGIOUS	**"JACKPOT MOVIE"** — Top feature film fare combined with the opportunity to win hundreds of dollars through KMBC-TV jackpot phone calls make this morning show a "must" for Kansas City viewers.					COMICLUB
10:30	YOUR OWN HOME						LITTLE RASCALS
11:00	RELIGIOUS						BUFFALO BILL, JR.
11:30	K. C. NEWSREEL	**"WHIZZO'S WONDERLAND"** — A wonderful children's hour that enchants youngsters, delights sponsors. Frank Wizardie as Whizzo the Clown, makes this live show a live-wire buy.					CHILDREN'S THEATRE
12:00	LARIAT PLAYHOUSE						
12:30		**"NOON"** — A full-hour variety show featuring popular emcee Rev Mullins, vocalist, Norma Sinclair, music by the Texas Rangers and appearances by visiting celebrities. Live studio audience. "Big Time Daytime TV".					
1:00	BOWLING TIME						SIX GUN PLAYHOUSE
1:30							
2:00	PUBLIC DEFENDER	**"HAPPY HOME THEATRE"** — Excellent feature films emceed by Bea Johnson, Director of Women's Activities for KMBC-TV. Bea's personalized brand of selling gets results on this audience-rich show.					TEXAS RASSLIN'
2:30	ELLERY QUEEN						
3:00	THE FALCON	**"WATERFRONT" with Preston Foster**					CARTOON CARNIVAL
3:30	BY-LINE	**"TROUBLE WITH FATHER" with Stu Erwin**					CIRCLE 9 MOVIE TIME
4:00	OVERSEAS ADVENTURE	**"MY LITTLE MARGIE" with Gale Storm**					
4:30	OPEN HEARING	**"BANDSTAND" Live dancing party with John Bilyeu, M.C.**					BOWLIN' WITH MOLEN
5:00	MEDICAL HORIZON	**"MICKEY MOUSE CLUB"** — Ask your PG & W Colonel about availabilities on this highest-rated multi-weekly show in the market.					
5:30	AMERICAN LEGEND						FAMOUS FILM FESTIVAL
6:00	PLAYHOUSE OF STARS	CISCO KID	SUPERMAN	SKY KING	WILD BILL HICKOK	ANNIE OAKLEY	
6:30	YOU ASKED FOR IT	BOLD JOURNEY	CHEYENNE / CONFLICT	DISNEY LAND	LONE RANGER	RIN TIN TIN	
7:00	TED MACK AMATEUR HOUR	PRESS CONFERENCE			FRONTIER	JIM BOWIE	LAWRENCE WELK SHOW
7:30		LAWRENCE WELK	WYATT EARP	HIGHWAY PATROL	CIRCUS TIME	CROSSROADS	
8:00	STAR SHOWCASE		BROKEN ARROW	WED. NIGHT FIGHTS	DANNY THOMAS	TREASURE HUNT	OZARK JUBILEE
8:30	HOLLYWOOD FILM THEATRE	WIRE SERVICE	TELEPHONE TIME		COMPASS	THE VISE	SATURDAY MOVIE
9:00			NAVY LOG	OZZIE & HARRIET	FOCUS	DARTS FOR DOUGH	
9:30		THE STAR AND THE STORY	I LED THREE LIVES	FORD THEATRE	CODE 3	DATE WITH THE ANGELS	
10:00	MIKE WALLACE INTERVIEW	**TEN O'CLOCK NEWS • SAM MOLEN'S SPORTS • WEATHER GIRL**					
10:30	PREMIERE PERFORMANCE	RACKET SQUAD	SHERLOCK HOLMES	CONFIDENTIAL FILE	PASSPORT TO DANGER	PREMIERE PLAYHOUSE	MYSTERY MOVIE
11:00		LONE WOLF	CITY DETECTIVE	CROSS CURRENT	I SPY		
11:30		THE HUNTER	MAN BEHIND THE BADGE	BIFF BAKER	FEDERAL MEN		

. . *It's easy to see why*
the SWING is to **KMBC-TV**
Kansas City's Most Popular and Most Powerful TV Station

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

abc television n

DON DAVIS, President
JOHN SCHILLING, Executive Vice Presi
GEORGE HIGGINS, Vice Pres. & Sales
MORI GREINER, Manager of Television
DICK SMITH, Manager of Radio

Sold in Abeline KMBC-TV Kansas City KFRM for the State of Kan